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MAGAZINE Section



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Member
**PACIFIC SUNDAY
MAGAZINES**
FRED TAYLOR KRAFT,
Magazine Editor

Water coursing through mountain wasteland, palms rising amid dry rock formations, warming sun slanting its rays on a winter scene—these and

more make up the appeal of Palm Springs, famed winter spa, as glimpsed by riders in palm-dotted canyon. More Palm Springs scenes on Page 3.

—Photo by All-Tour Club of Southern California.

California's

By John Walton Caughey

California Constitution, Colton Hall, Monterey, 1849



The orchestra played with gusto



Costumes were borrowed, most were improvised. They ranged from plain robes to satins, from patent leather to square-toed brogans

Illustrations by Gordon Brosser

IN THE summer of 1787, a galaxy of notables, sometimes called "an assembly of demi-gods" and sometimes "the first American brain trust," met in Philadelphia and drew up the Constitution of the United States.

In September and October of 1849 another body of men, in its way as remarkable, convened at Colton Hall in Monterey and wrote the first California constitution.

There are a number of parallels between the two. Neither convention had full legal mandate to do what it did. Washington, Madison, Franklin, and company had been summoned merely to propose amendments to the Articles of Confederation; and 62 years later, no enabling act of Congress had invited California to organize as a state. Both gatherings occurred in time of acute stress. Each group hammered out on the anvil of compromise a workable context of basic law in which the nation and the state can well take pride.

The California setting, briefly reviewed, was like this: In the summer of 1846, as an early incident in the War with Mexico, the United States Navy assisted after awhile by the Army, had occupied California. Military government was instituted, tempered, however, by continuation of certain civil forms and offices and with promise of fair treatment to all who submitted peaceably.

With the end of the war, announced in California in August, 1848, a legalistic argument was voiced that continuation of military rule was improper, illegal, and un-American.

The fact that gold had been discovered in January and that a rush was already on from the California settlements, from ships in port, from Oregon, Sonora, and other Pacific lands, gave added strength to the contention that the military should step aside.

Meanwhile, the authorities in Washington, balked by the untouchable question of slavery extension, made no progress toward authorizing civil government. Consequently, the Californians, especially a group at San Francisco, determined to act.

Sensing the trend, and quite conceivably agreeing with it, the military governor, Gen. Bennett Riley, on June 3, 1849, issued a call for a constitutional convention, outlined the districts for the election of delegates, and set Monterey and Sept. 1 as the place and time for convening.

SOME of the delegates were late in arriving, but by Sept. 3 there was a quorum on hand and the work could start. Surprise is usually voiced over the youth of these constitution makers—twice as many were in their 30's as in their 40's, and twice as many were below 30 as over 50. Perhaps it is more to be wondered, in the flush of high profits then current, that any delegate would quit his claim or his shop to make the trip to Colton Hall.

Among the decisions of the convention the four of greatest immediate interest apparently were those on statehood, slavery, duelling, and boundary. Notwithstanding Southern California's preference for a territorial government, the choice of statehood was made almost without debate. As to slavery, although 15 delegates hailed from southern states, not a one wanted the "peculiar institution" in California. Here also the decision was quick. With a bit more hesitation, the convention made participation in a duel a bar against officeholding.

Where to put the eastern boundary was longest debated. "Large-state" advocates suggested the crest of the Rockies, though this would have pulled in 20,000 Mormons, untold Indians, and half of New Mexico. A "small-state" faction protested that so tremendous a state would not be acceptable at Washington. In the end this view prevailed; with a boundary just beyond the Sierra Nevada, the state was made "small."

IN THE longer view it may well be that greater significance attaches to the admirable bill of rights with which the constitution leads off. After specifying that, on entering upon their duties, state officers should swear or affirm to support the Constitution of the United States and that of California, another article contin-

ued: "And no other oath, declaration, or test, shall be required as a qualification for any office or public trust."

Still another article protected a wife's title to property that was hers prior to marriage and to an equal share in common property acquired after marriage. Delegate Henry Halleck extolled this provision as an inducement to women of fortune to come to California. He urged all fellow-bachelors to vote for it. A recent application, though by no means its only importance, is in connection with federal income tax returns.

Perhaps the most notable feature of the document was its concentration upon basic principles, with specific law-making left to the Legislature. Therein the constitution of 1849 is in happy contrast to our present much-encumbered one.

By mid-October these founding fathers had completed their task. Chipping in \$25 apiece,

they arranged a grand celebration for the night of the 12th. Colton Hall was refurbished as a ball room and banquet hall, an elaborate repast was prepared and the military staff and the flower of Monterey society were invited.

ACCORDING to Bayard Taylor, who was there, everything went off with great dignity and decorum. Don Pablo de la Guerra was a gallant floor manager, and Padre Ramirez a benign spectator. The two violinists and two guitarists knew only three pieces, but played with gusto. The mid-night supper of turkey, pork, tongue, pates, wine, coffee, and liqueurs was a royal feast. Indeed, the chief reminders

that California was a frontier were in the costumes of the delegates and their guests. Many were borrowed, most were improvised, and few represented a perfect fit. They ranged from plain robes to silks and satins, and from patent leathers to square-toed brogans. Their costumes differed but their minds were as one—firm in the faith that a great state was born.

Next morning the convention closed its labors with the routine of signing the enrolled document, with a congratulatory speech from Gen. Riley, and a 31-gun salute from the ships in port. "That's for California," was the exclamation, followed by three times three for the new state.

(Copyright 1949, Automobile Club of Southern California)

Prest-o, Change-o!



No strings here as Merlin Eifert, president of the Long Beach ring of magicians, demonstrates levitation with the co-operation of his daughter, Marilyn.

By Don Brackenbury

WHAT'S in a name? Nothing, according to Shakespeare, who pointed out that a rose would smell just as pleasant even if people insisted on calling it a weed.

On the other hand, what does the name Merlin conjure in the mind of the average person? Why, magic, of course.

And who is president of Long Beach Ring No. 96, International Brotherhood of Magicians? Why, Merlin Eifert.

Eifert, who denies that his parents had a premonition when they named him, heads a local group of men who make magic their hobby. Some are beginners. Some have given professional shows. All, however, are concerned with legedmain, principally as a sideline.

Eifert, for example, has a dry cleaning establishment. Joe Deeble, vice president of the ring, sells real estate. J. A. Owens works for a department store. Other members are television experts, salesmen, photographers, decorators.

"This is no exclusive group of professional magicians," Eifert explained. "Magic with us is a hobby. We encourage beginners to join our society."

THERE'S no age limit for members, he pointed out. Young or old, the only requirement is a sincere interest in magic. Some of the members have just got started in the mysteries of the cult. Others are oldtimers.

Formerly known as the Long Beach Magicians Society, the group took its new name when it affiliated with the International Brotherhood of Magicians recently. The Long Beach ring meets the first Saturday of each month at Eifert's home, 3026 Magnolia Ave.

Eifert became interested in magic when he was five years



Joe Deeble never plays poker with friends. You see, Joe specializes in quicker-than-the-eye stuff with cards.



Jacks represent Dalton boys as Jay Owens shows how they break jail (jacks), elude guards (white cards).

(Continued on Page 6)

PARENTS' QUESTION BOX

Avoid 'Showing Off'

By Katharine Whiteside-Taylor

DESIRING to guard their child against being a "show-off," a Long Beach couple asks:

"As a three-year-old acquires new skills and learns new words will it tend to make a show-off of him by having him repeat these new words to friends outside the family?"

This question is excellent. It shows the parents are sensitive to the very real danger involved in having a child "show-off" new words, or anything else outside his own family. Parents who encourage a child to perform are really exploiting him, quite without realizing it of course, to inflate their own egos. Though a child who "shows off" may seem "cute" for a time, if it is repeated often it may well become boring to even sympathetic friends, though the proud parents are still not aware of it. Worse than this is the effect upon the child who cannot help developing a very exaggerated sense of the importance of his "performances." He may even get so used to having attention focused upon him that he feels let down and uncomfortable when it is turned elsewhere. The typical reaction is what is called the "spoiled child" going into all kinds of antics to keep attention focused upon himself. In extreme cases he may have tantrums in protest, or do "bad" things to get even with the adults who are not continually giving him the attention he has come to crave in the way a hungry man wants food. Such a child has been "spoiled" in the truest sense through "no fault of his own. But such parents are not to be blamed either, since they are not aware that they are injuring their child.

Parents concerned with avoiding this pitfall should make sure that their own needs for appreciation are satisfied in adult ways, not at the expense of their child, and second that the child has many activities genuinely interesting for his own sake, not because he looks "cute" to some adult! When both parents and child are happy in their own activities, neither has to drain the other for satisfaction.

Parents interested in gaining more insight through really delightful reading should look into Catherine MacKenzie's entertaining and instructive new book "Parents and Children," available at the Long Beach Public Library and its branches.

Note: Katharine Whiteside-Taylor is co-ordinator of family life education at Long Beach City College.



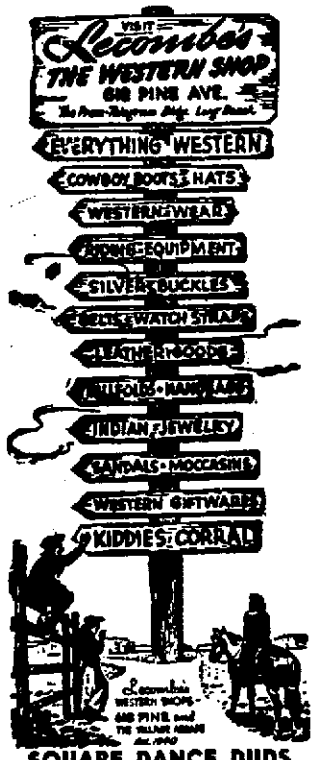
Toys should have many activities that are developed for their own advancement, not just to "show off."

Lift or Letdown?

UPHOLSTERED furniture can be a lift for the room or a let-down. Make sure it's comfortable and it's a lift every time it is sat on, but settle for less than deep comfort and the enjoyment of the room is seriously let down. Good design aims first for a high rating in sitdown tests, plots the best possible pitch of the back in relation to the seat, depth of seat and arms, height of members and the right firmness or

softness of filling before fancy shapes and trimmings. Best results are usually simple in outline and give you the most for your money in quality. But quite a lift for the looks of the room can be added to A-plus for comfort.

A quick example is a brightly colored scenic cover for the cushions of a loveseat. Plain fabric frames the print like a picture to give picture-like room decoration to an unexpected place.

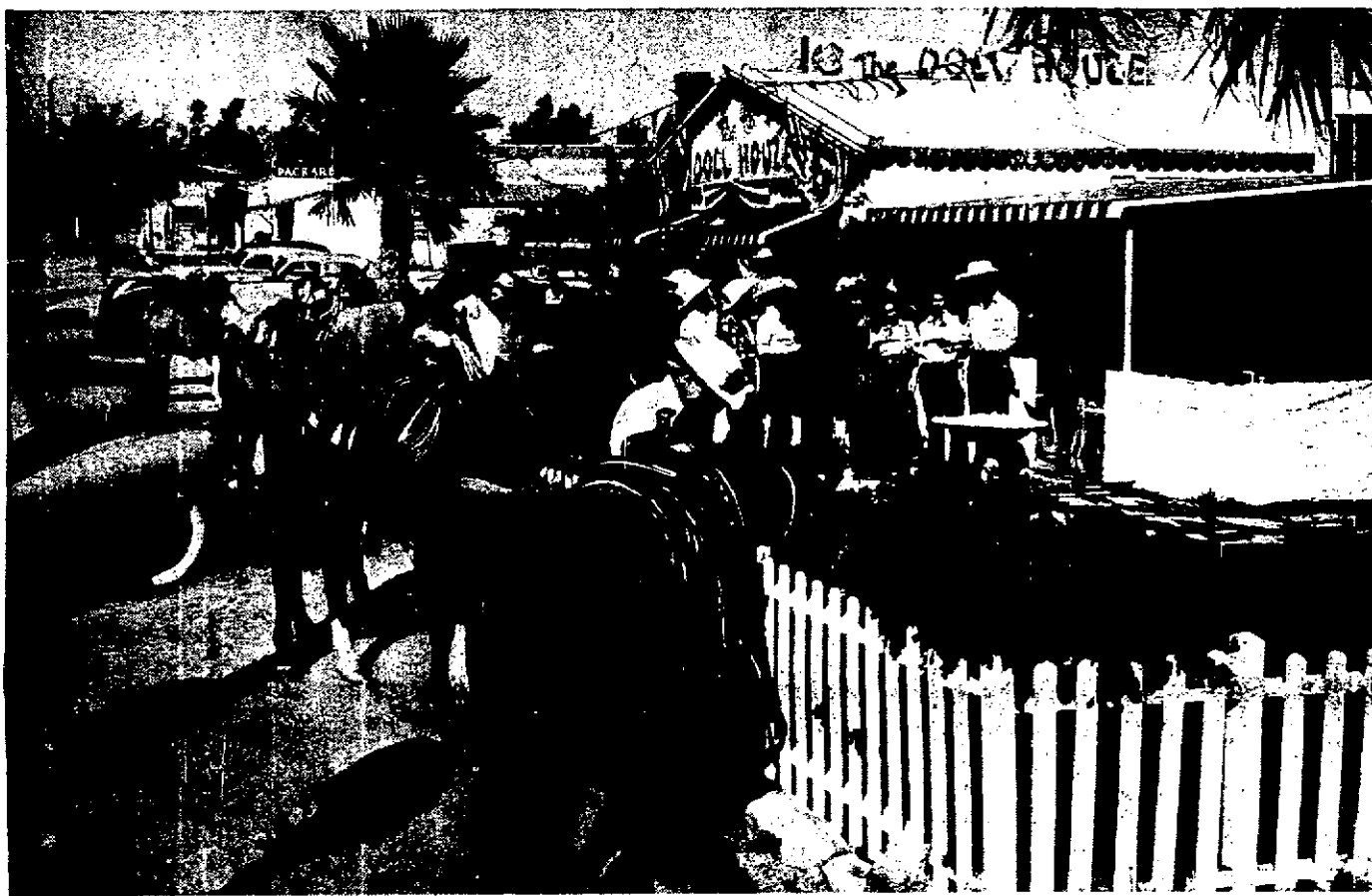


Desert Wonderland



—Photo by Palm Springs News Bureau.

Desert and mountain areas of Palm Springs rate world-wide fame as a Desert Wonderland. Above is a view of the Palm Springs railroad station, which is served by the Southern Pacific.



—Photo by Palm Springs News Bureau.

The Doll House is one of the interesting restaurants in Palm Springs. Patrons may ride up to the door in automobiles or on horseback. The resort boasts of many fine dine-dance spots.



—Photo by All-Year Club of Southern California.

Fall and winter days are ideal for golfing in the sun at Palm Springs, as these visitors find at O'Donnell Municipal Course. Mountain beauty is the backdrop for the palm-fringed course.



—Photo by Palm Springs News Bureau.

Bicycle riding is a favorite pastime on the desert. There are also many beauty spots off principal streets to be visited.



—Photo by All-Year Club of Southern California.

Dude ranching at the desert spa attracts the attention of many. Few places in the world have equal appeal of winter out of doors.



—Photo by All-Year Club of Southern California.

Sun lovers may enjoy Old Sol to the utmost around pools of Palm Springs. Palms, native to the region, provide shade.

Air of Quiet Seclusion

Even in a section bustling with domestic activity, an atmosphere of tranquil aloofness can be achieved, as the home described here proves.



Architect's home: Although located in a heavily built up neighborhood, the home of Mr. and Mrs. Roger K. Nissen has about it an air of quiet seclusion.

ALTHOUGH houses stand close on both sides, the colonial home of Mr. and Mrs. Roger K. Nissen, 345 Carroll Park West, has a quiet and secluded atmosphere. Nissen, who is an architect, designed the home which is visible behind a picket fence and two sycamore trees. The exterior is white and trim is green.

The back garden and terrace, reached from the living room and the dining room by French doors, really are secluded by a high surrounding fence and an abundant growth of shrubs and trees. Nissen sent many of the tropical plants which grow here from Maui while he was working there.

The home has 2200 square

By Dorothy Killam

feet of floor space. A stair hall, which also serves as an entrance hall, opens into the living room and dining room. A short hall upstairs leads to the two bedrooms and bath. Very little of the floor space is devoted to hallway although there is only one room that cannot be reached by way of a hall.

In the entry, wallpaper in a snowflake pattern on a deep rose background surrounds the stairway and its graceful balustrade. The wall over a Victorian couch is decorated with a gilt-framed mirror flanked by candle sconces of crystal.

The gold carpeting in the en-

try continues into the living room where furniture is comfortably grouped around a handsome fireplace. Molding trim around the brick facing of the fireplace is authentically patterned and the narrow mantel is enhanced by cranberry vases in which are arranged large, shiny leaves.

A pair of love seats face each other on either side of the fireplace. Recessed in one wall above one of the love seats are bookcases and the wall behind the other is decorated by a grouping of pictures and a fan. A comfortable couch faces the fireplace.

The senator desk placed before the front window belonged to Mrs. Nissen's grandfather. Majestic lamps have bases formed by figures of an old-fashioned boy and girl. Plaques have been made of obi cloths and they hang just inside the entrance to the living room.

One of the most attractive features of the living room are the French doors flanked by windows which provide a view of the brick-floored terrace and the green plants which grow here. Bamboo palms and begonias grow in large pots.

French doors flanked by windows open onto the terrace from the dining room as well as from the living room. Gold draperies which hang at the windows match the carpet and stand out against the gray-blue walls. An oval door leading from the entrance hall into the dining room is ideally arranged with corner cabinets on either side of it. The architectural trim on these cabinets and the door carries out a classic motif.

Chairs are ladder-back Chipendale and the 18th Century table is decorated with a crystal



Catchy items in home decor: Left, above, is a corner cabinet in the Nissen dining room designed in a classic motif. Center, pretty wallpaper in a tiny floral paper gives this room personality. Right, the senator desk in living room window was used by Mrs. Nissen's grandfather.

fruit dish designed in tiers. A high sideboard stands beneath a window decorated with trailing vines and cut glass.

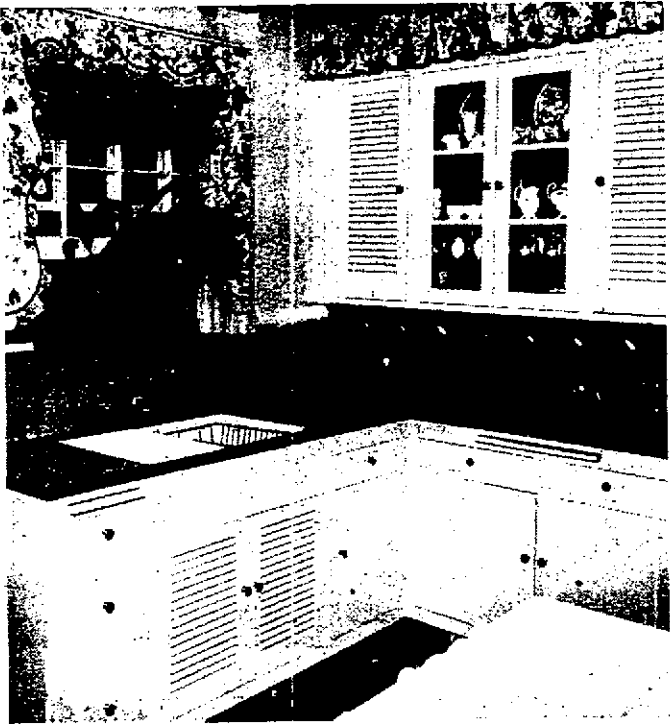
Walls in the kitchen are painted deep cream color and the ceiling a gray blue, the same color as a table and chairs at the dining end of the kitchen. A brass lamp on this table has an antique china shade.

Windows are decorated with scalloped valances which Mrs. Nissen made of heavy cardboard and covered with fabric in a floral pattern. A copper planting box stands on the window sill over the sink.

The refrigerator is placed next to the sink and work counter with the stove opposite. Dish cabinets have louvered doors. Copper mugs hang on the bottom of the dish cabinets and above a work counter.

Upstairs in the guest bedroom a small pattern of blue and wine-colored flowers on a white background give the room real charm. A pleated skirt of orchid trims the kidney-shaped dressing table. The pineapple four-poster bed is covered with a white spread.

A comfortable chaise longue is grouped with a round table covered with a peach-colored cloth reaching to the floor in the Victorian manner. A dressing table in the dressing alcove just off this room has a skirt of this same peach fabric.



A valance that matches window treatment is attached to the top of the dish cabinet in the Nissen kitchen.



French doors in the living room open on this terrace which is part of the back garden in the Nissen home.

NEED AN EXTRA ROOM?

For better living, greater convenience and a happier home life... modernize your home. Almost anything which adds to the value and appearance of your property can be purchased with no down payment... you can paint and redecorate, repair your roof, add a room, install new plumbing or an extra bathroom, modernize the kitchen, build a patio, insulate, build a garage, or install Venetian blinds. We will gladly help you plan your modernization program and estimate its cost.

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(estimated cost, \$300).....only	\$319	per mo.
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(estimated cost, \$120).....only	\$160	per mo.
Paint and paper for interior finish	\$160	per mo.
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New shelves	\$64	per mo.
(estimated cost, \$20).....only	\$192	per mo.
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All for Only \$17.57 per Month

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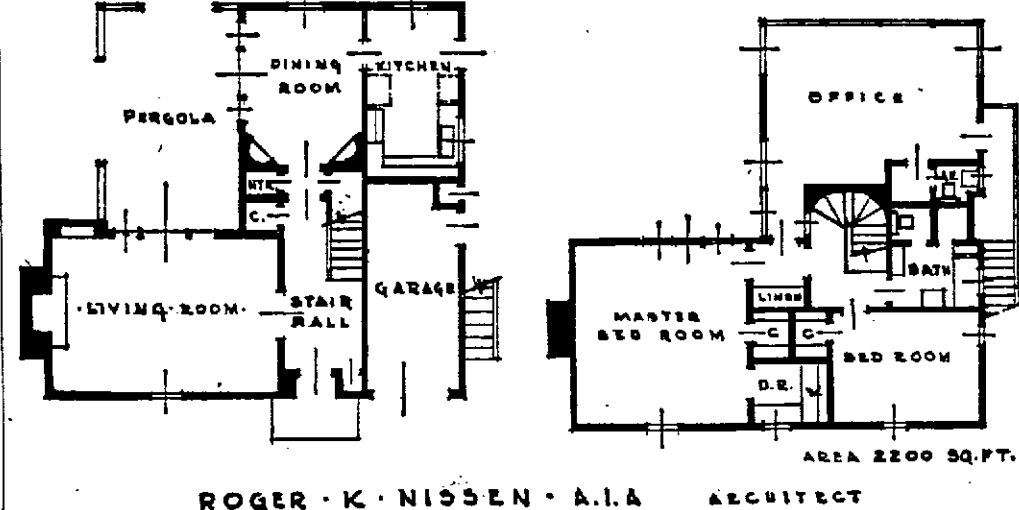
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ROGER K. NISSEN - A.I.A. ARCHITECT



A floral settee and a comfortable couch are grouped around the handsome fireplace in the living room. Wood trim around the fireplace is in classic theme.

Paint Like An Expert

IF THAT room of yours is due to be painted this fall, why not do it yourself? Here are tricks good painters use for preparing walls and ceiling, for mixing and for putting on the paint.

To find how much paint you need, figure the area of walls and ceiling in square feet. Divide this by 600 for smooth plaster, by 500 for sand finish. Your answer is the number of gallons of paint for one coat.

Old painted walls should be washed to remove gloss. If this does not remove the gloss, it should be sanded off so that the new paint will have better adhesion.

It is possible to use oil paint on top of wallpaper, if it is

spent means a smooth finish and more coverage.

ALWAYS paint the ceiling first, working from the lightest part toward the darkest. Paint a stretch two feet wide across the short way of the room, from wall to wall. On the second stretch, start each brushful on the dry surface, and work toward the wet edge. Do your painting with a light, lifting brush action that fans off at the end of each stroke. Semicircular strokes are the best.

Start painting the walls at the top, carrying stretches down to the baseboard, working the same way as on the ceiling. Paint each wall from ceiling to floor and from corner to corner without stopping. Let a first coat dry overnight before attempting to put on a second coat.

By Bob Scharff

HERE'S AN IDEA:

Pots and Pans Rack

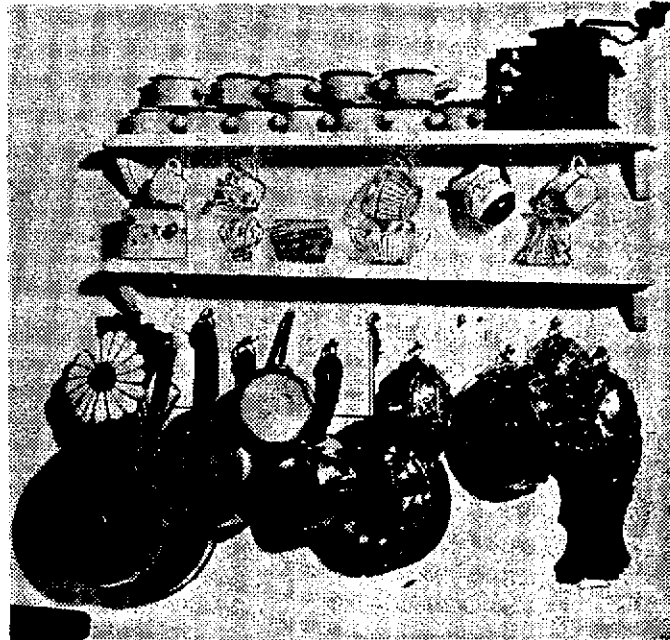
MRS. C. L. FORMAN of 4217 Pine Ave. likes to have her pots and pans within easy reach of her kitchen stove. There was no cupboard conveniently located for this purpose and no logical place to install one—to the left of the stove was the refrigerator and to the right was the wall.

Although there was an empty wall space between the stove and the doorway, the conventional type of cupboard would not be practical due to the proximity of the stove to the wall. However, with a little ingenuity and resourcefulness, Mrs. Forman utilized this space effectively.

She planned a wall bracket with shelves which would make a decorative unit as well as a useful one and which would be appropriate to the Early American atmosphere to be found throughout her home. In keeping with this general theme she used her copper-bottomed pans and copper molds—it is interesting to note that the large round mold once belonged to her grandmother and is still in good condition.

On the shelves, she has put unusual pottery casserole

By Peggy Sewell



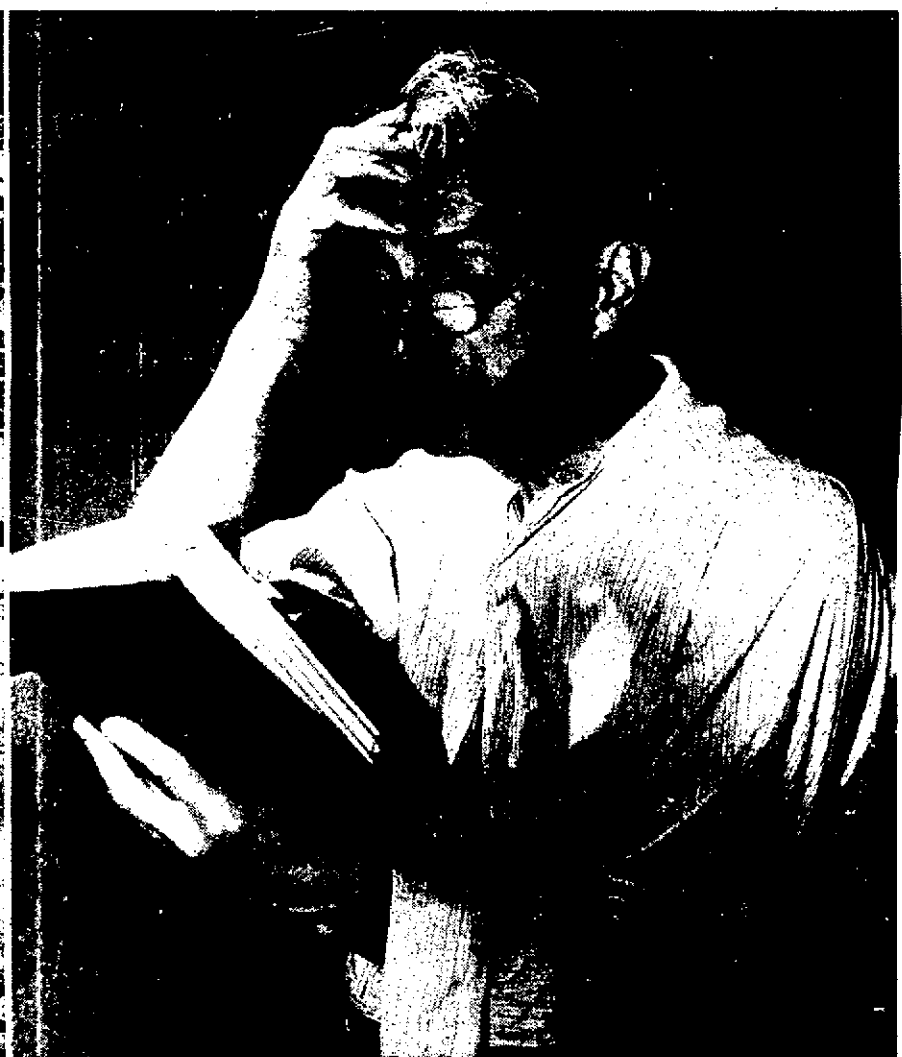
Mrs. C. L. Forman found a solution to her "pots and pans" problem which was convenient and decorative.



Faces

Rated among the most enthusiastic and most progressive organizations of this community is Long Beach Camera Guild. A few outstanding Guild photographs are reproduced on this page.

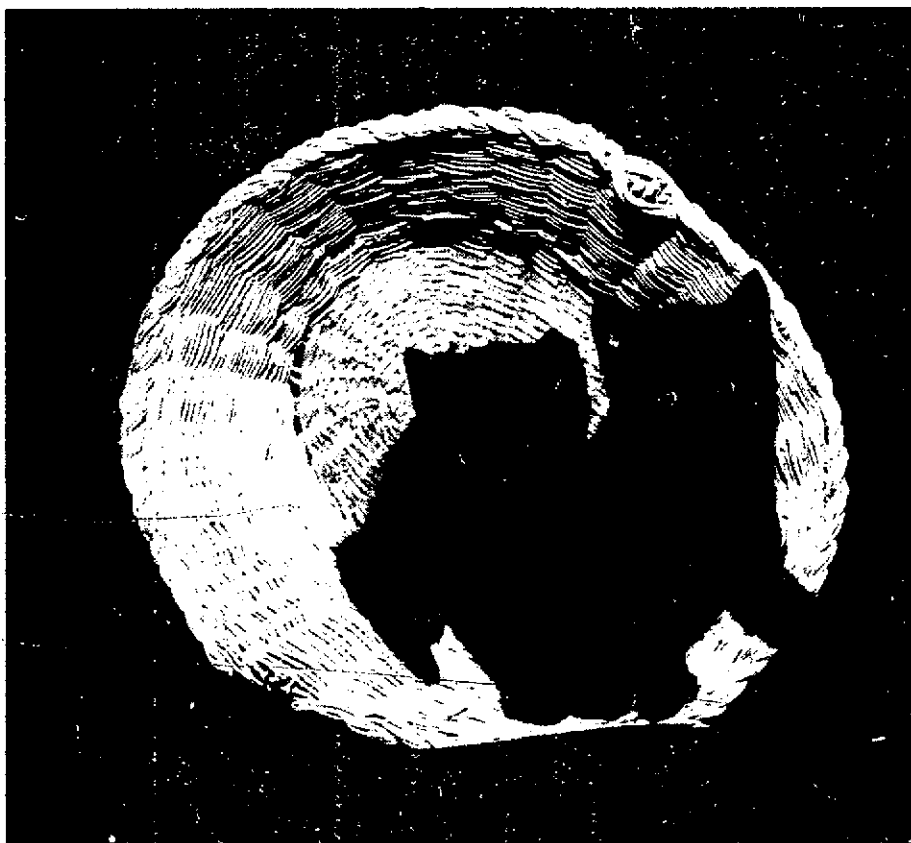
Upper left, "Pillow of Knowledge" is an appealing bit of humanity by Howard C. Hall. Upper right, "Let It Rain," by Rosemary Day, speaks expressively and needs no title to tell its story.



"Janie," little girl with an umbrella, was taken by Millidge Day. All prints on this page have been Guild exhibit winners.

Russell F. Gates' study, "Indian," above, is outstanding for strong lines much like bold strokes of an artist with a brush.

Gates intrigues the interest again with another study, this time of a man reading a book, which he titles simply, "Tony."

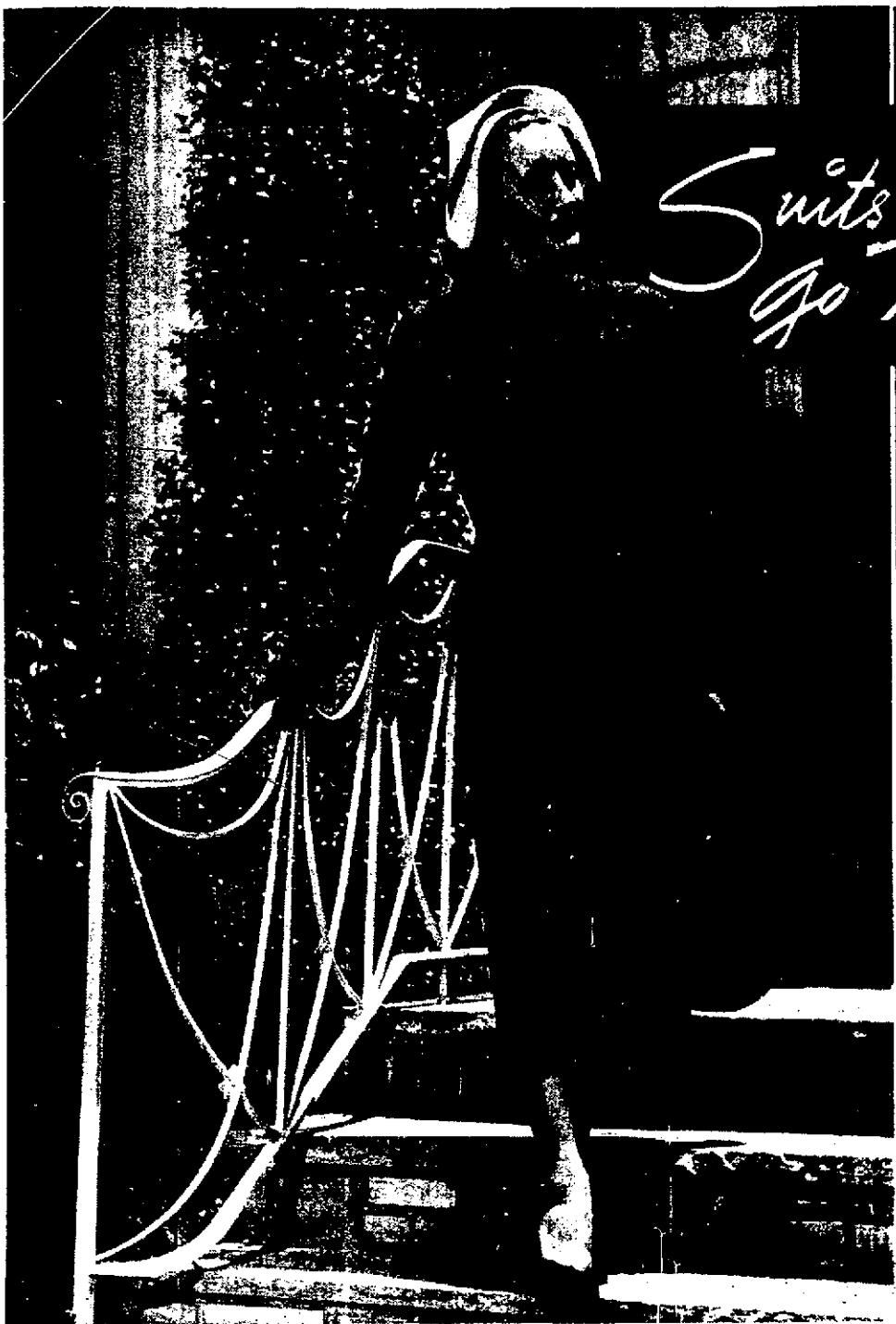


The Eyes Have It

"Double Trouble" is apt title for kittens in overturned basket. It's by Long Beach Camera Guild member, George L. McConnell.

More kitten capers and this one is "The Eyes Have It," by Millidge Day. The Guild meets regularly, welcomes visitors.

Tabby in focus again. Day snaps shutter, calls it, "Cat." For more data on Guild see Camera Angle on Page 6.



Suits that Go Places



California suits for fall are designed to go places and make stylish personalities of their wearers. Above, gabardine suit with applique of oak leaf and acorn on shoulder. It is a Nathalie Nicoli design.

Ready to go places anywhere from Maine to California is the Country Club design with plaid worked in lapel, cuff and pocket trim and the slim, side-split skirt.



Pockets are the designers' pets this season. Above, Country Club dressmaker suit has pockets of American broadtail resembling muf when hands are tucked in.

Your Loveliness is Doubly Safe



Because Veto gives you Double Protection!

So effective... Veto guards your loveliness night and day—safely protects your clothes and you. For Veto not only neutralizes perspiration odor, it checks perspiration, too! Yes, Veto gives you Double Protection! And Veto disappears instantly to protect you from the moment you apply it!

So gentle... Always creamy and smooth, Veto is lovely to use and keeps you lovely. And Veto is gentle, safe for normal skin, safe for clothes. Doubly Safe! Veto alone contains *Durater*, Colgate's exclusive ingredient to make Veto safer. Let Veto give your loveliness double protection!

Veto lasts and lasts from bath to bath!

Camera ANGLE

By the Shutterbug

MOST of us tend to think of sports shots as the province of the professional, ignoring the fact that many excellent action pictures can be made by the casual picture taker armed with an inexpensive camera.

If you're inclined to doubt this statement, look at the picture which appears here—made with a simple box camera. It did not require a "fast" lens or a high-speed shutter.

It illustrates two simple rules which—regardless of your equipment—will help you in picturing sports. The first is: Know your sport. In almost all sports and games a moment exists, somewhere in the sequence of action, when all action is halted: The pitcher at the top of his windup, the diver at the peak of his rise, the golfer at the end of his backswing. All of these moments suggest action—yet all can be "stopped" with nominal shutter speeds. For pictures of this type a high shutter speed is far less important than your own alertness.

The second rule which today's picture portrays can be summarized briefly by stating that action toward or away from the camera may be stopped with nominal shutter speeds. Action which is "across" the camera axis requires faster shutters.

The picture of the boat, made with a box camera, is sharp despite the fact that the shutter speed was only about 1/40 second. This is because the boat was headed straight toward the lens of the camera and because the picture was snapped when the boat was still some distance away. Motion appears to be less at a distance than at close range, as you've probably noticed in watching cars whiz down a road.

So don't hesitate to try pictures of sports, regardless of the type of camera you use. Alertness, ability, and careful planning will help you to get good pictures. You'll find that the more shots you make and the more familiar you become with these shots, the better your results will be.

WOULD you beginners like a short course in how to combine an appropriate cloud



This action picture was taken with a simple box camera with a shutter speed of about 1/40 second.

negative with a cloudless landscape?

Let's call the cloud negative (a), the landscape (b). Put (b) in enlarger, focus and compose your picture. Trace the outline of the scene on the paper in the easel. Mark the top part where the sky is, (a), and the bottom (b). Now tear the paper in two, roughly following the dividing line between the landscape and where the sky will fit in. You tear it a little smaller than the actual scene and a little unevenly so there will be no sharp edges.

Now with a fresh sheet in the easel, hold the torn paper marked (a) over the top part, keep it in slight motion and make a test exposure. Develop and print it. It shows the bottom landscape scene with a blank white sky, and we'll call this (c).

When you have determined the correct exposure expose again in the same manner on sheet (d), but this time do not develop it. Turn (d) over and mark the top, so you can place it back correctly later in the easel. Put (d) away in a drawer, and perhaps make a few extra exposures in the same way in case (d) doesn't turn out quite right.

Now put developed print (c) in the easel, and negative (a) in the enlarger. Focus and compose the clouds for the best effect. Put a fresh sheet in easel and make a test print of the sky only, using paper cut-out (b) to mask off bottom. When the correct exposure is found get paper (d), with proper side

at top, and make the exposure for the clouds.

When developed, is that your finished combination?

It will be if you have beginner's luck. Most likely you'll try again and again (which is why you made those extra exposures) until you finally hit the right combination.

SOUTHLAND MAGAZINE takes pleasure today in calling attention to a special page of pictures on Page 5. These pictures are reproduced from work of the Long Beach Camera Guild, an enthusiastic group of amateur photographers who have reorganized since the war and are now engaged in a full round of activities.

Guild meetings are conducted at 8 p. m. on the second and fourth Wednesdays of each month at the Alamitos Library Auditorium, 1836 E. Third St., and all amateur photographers are invited. Black and white print competition is conducted at the first meeting of the month and color enthusiasts have their color slide competition on the second night. Routine meetings are not all the activity, however, as visitors on field trips, picnics, shooting bees and at the coffee hour following regular meetings will testify. Other special activities include participation in the Arts Festival in Bixby Park and the Hobby Show at Municipal Auditorium.

An outstanding event to which the public has taken a definite liking is the annual library exhibition in the art department lobby of the main library. Ap-

Her Hobby is Menus

By Vera Williams

SAVING menus that are reminders of vacation trips or other pleasant occasions is a hobby of Miss Jennie Howell, 115 W. 12th St. In her collection she has 50 choice menus, beautiful, striking or interesting.

Miss Howell began her hobby in July, 1920, on a vacation trip to Yellowstone Park. Menus were simple, cardboard affairs in those days. These from Mammoth Hotel, Lake Hotel and Canyon Hotel bear pictures of park scenes—hotels, stone terraces, falls, the lakes and a friendly big bear.

Most impressive, perhaps, is the menu of the S. S. President Wilson, celebrating her maiden voyage and her entry into transpacific-orient service. In tropical blues, greens, yellow and rose, the cover shows a garden and balcony with a parrot centered in a big circle.

Mountains rise cold and clear above Banff Springs on the cover of a Canadian Pacific menu on the Seattle-Victoria run. Pictures inside the menu show scenes of Skagway, with a picture—of course—of a malamute, the dog that is man's best friend in Alaska.

The world-famous Mormon Temple in Salt Lake City provides the frontispiece of another Union Pacific menu. Another shows Bryce Canyon in green and gold.

A picture of a covered wagon drawn by oxen with a man, woman and child in the wagon adorns the menu of the Hotel Last Frontier at Las Vegas, Nev.

Quiet charm is depicted in the menu of the Empress Hotel, Victoria, B. C., illustrated by the hotel and gardens.

Photographs of world celebrities adorn the Washington State Press Club menu.

FISHING and roundup scenes appear on the menu of The Cave at Livingston,

PREST-O

(Continued From Page 2.)

old. Santa Claus brought him a magic set. He still has pieces of the original set, but in the intervening years they have been bolstered by the addition of many new tricks.

Deeble got into the game through his father. Although he was not a professional magician, the older Deeble used to entertain his youngsters by doing sleight-of-hand tricks. Joe was fascinated and finally learned a trick of his own to fool his dad.

"He professed great amazement," Joe recalls, "but I don't think he really was fooled."

JOE kept looking for tricks, though, and as he mastered each, he gradually improved his skill. Soon he was fooling his dad, and other people too.

The skill of a professional magician, appearing in Los Angeles some 20 years ago, caught the eye of Owens, secretary of the local ring. Owens wangled an introduction and talked the magician into teaching him a few simple tricks. He studied and practiced and finally worked his way up to become president of the Los Angeles Society of Magicians.

The local magicians first met on Nov. 12, 1947. Ten devotees of the various phases of magic gathered in Scioto Hall here and organized the Long Beach Society of Magicians. All but a couple of the original 10 still are active.

Concerning feats of magic, Eifert said: "Magicians aren't secretive about the 'how' of their tricks just to be mysterious. Think for a moment. If you once know how a trick is done, that trick is forever after spoiled for you."

"We just don't want to spoil your fun."

proximately 40 prints are displayed for two weeks and the show travels to the branch library. Howard Hall has been in charge of this exhibit since its inception four years ago.

The guild has taken an active interest in the city recreation department plan of conducting a photography class for children in its summer playground program. Russell Gates of the guild acted as instructor. The



—Photo by Charles Sandquist

Miss Jennie Howell displays some of the menus which she has collected and which provide her with a hobby.

Mont, "the heart of the Rockies."

"The playful bears always delight visitors in Yellowstone Park" says a children's menu, a bear holding a steaming bowl in his paws.

"Buenos Dias" says the cover of a menu from Ensenada and on the back is a tribute to Ensenada written by Frederick O'Brien, world-traveler and author of "White Shadows in the South Seas" and other tales. The menu, proper, appears in both English and Spanish.

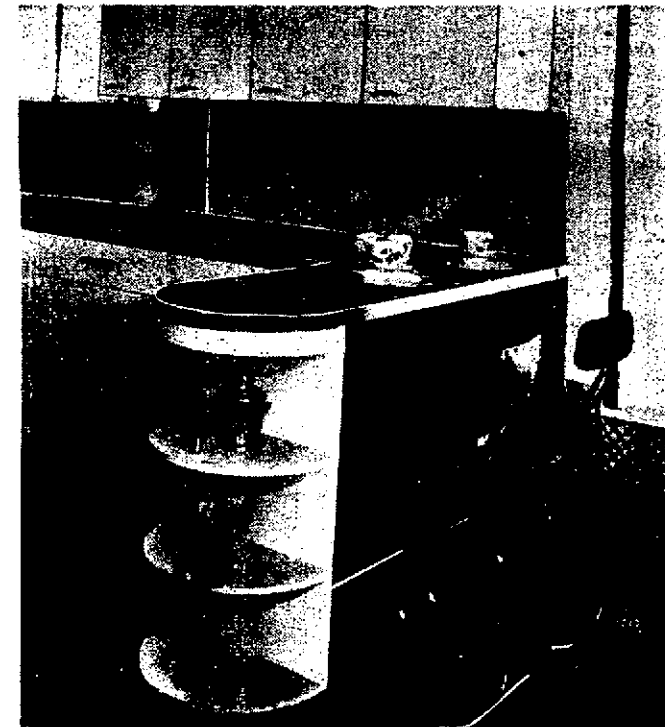
Miss Howell has a 1930 menu of the Pacific Coast Club, bearing a sketch of the club and its

slogan "The Glory of the Past—the Beauty of the Present."

Comics adorn the cover of "Les Comiques," menu at the Hollywood Plaza Hotel.

The Empire passing West Point is the cover of a New York Central System menu.

Miss Howell's favorite in the collection, however, probably is a menu of the West Point class of 1945 graduation supper, which she attended when her nephew, Thomas Robert Gleason, was a graduate. She remembers that the graduates saved their meat coupons so that their guests could have steak that night.



The peninsula is popular and versatile, and is being used in the kitchens of many modern L. B. homes.

A Peninsula Is Versatile

By Caroline Coleman

MORE and more of the modern kitchens in Long Beach are being equipped with a special counter called "the peninsula." It is extremely popular because of its versatility and because of the fact that it can be designed readily to fit the needs of the individual housewife and her family.

The one shown in the picture on this page is in the home of Mr. and Mrs. Baron Levy at 4385 Cerritos Ave. The top has been covered with red

Formica which fits in with the color scheme and allows for easy cleaning. The rounded shelves were added for decorative value and to give an extra cheery note in an already cheerful room. Although the Levys have a separate dining room to be used on more formal occasions, the family prefers to take most of their meals in the kitchen. The peninsula was conceived primarily to separate the dining area from the cooking area. However, a recess was made on one side so that two tall chairs would fit up to it to make a snack bar as well.

Mrs. Levy finds that it also has many other uses. It provides a convenient space for either serving or clearing the table. The double plug on the wall near by makes it a handy place to set the toaster or other electrical equipment. And it is an ideal spot for writing out grocery orders, for making up the weekly menus, or for a brief respite from the daily chores.

guild provided gifts in 1948 and this year a gold cup and ribbons were awarded for meritorious work by boys and girls.

Francis Behrens is first president of the club. Harold H. Larsen is currently presiding with Wesley M. Clarke, vice president; Mrs. Dorothy Weeks, secretary; Mrs. Edith Freeman, treasurer, and Mrs. Rosemary Day in charge of press and public relations.

Food for Fall Days

By Mildred K. Flanary

FOOD for fall—and winter—becomes the theme for October as autumn definitely holds sway. True, Southland Octobers often bring a few warm days, but generally speaking the weather is crisp enough to get back to menus filled with hot, hearty foods.

Heading the list of appetite pepper-uppers is soup—thin soup, thick, creamy soup, consommé, meal-in-one soups—and all in different varieties and flavors. Whether your family likes soup thick and porridgey or rich and creamy is just a matter of adding more milk. And be sure to treat the family to a variety of garnishes: Lemon slices with parsley, croutons, sausage balls, chopped hard-boiled egg or bits of cooked meat (ham, chicken or spiced meat).

Probably one of the oldest but still most popular varieties is potato soup. It won't hurt one bit, though, to dress it up a little, and we suggest adding leek and bite-sized cheesettes. Cheesettes make a perfect crouton for a steaming bowl of potato soup. You can see how yummy it looks in the accompanying illustration and here is the recipe:

Leek and Potato Soup With Cheesettes

¾ cup sliced leeks
¾ cup sliced onions
2 tablespoons butter or margarine
½ cup heavy cream
4 cups boiling water
4 chicken bouillon cubes
2 cups raw potatoes, sliced thin

Saute leeks and onions in butter or margarine until tender. Add water, bouillon cubes and potatoes. Bring to a boil. Cover, reduce heat and let simmer 30 minutes. Remove from heat and press through a strainer. Stir in cream. Heat thoroughly. If desired, garnish with chopped watercress. Serve with inch-square cheese crackers as croutons. Makes 4 servings.

Chowders, too, are most welcome from here on out as the days get chillier and chillier. It's filling, too, and needs only a salad and dessert (a light one) to complete the meal. Just one glimpse at it here and we're sure you'll want to include it on a not-too-distant menu. It's meatless, filled with a variety of vegetables as well as pearly barley and milk and is just bursting with vitamins and other important nutrients to build quick minds and healthy bodies. Economy-wise, this appetizing main dish will help stretch your food dollar, for it contains no meat and can be varied to suit your family's taste. Here's how you put together meatless vegetable chowder:

Meatless Vegetable Chowder

¾ cup barley
3 cups boiling water
¾ cup bacon drippings or fat
3 tablespoons chopped onion
¾ cup chopped celery
1 cup diced carrots
1 cup diced potatoes
½ cup diced turnips
3 teaspoons salt
¼ teaspoon pepper
¾ cup fresh or frozen peas
3 tablespoons minced parsley
3 cups milk

Stir barley into boiling water and cook for 30 minutes. Brown onion lightly in hot drippings. Add celery, carrots, potatoes, turnips and seasonings; combine with barley and barley water. Cook 45 minutes. Add peas and parsley and cook slowly 15 minutes. Add milk. Heat and serve. Makes 6 servings.

Cheese crisps made in your own kitchen are a real mid-day treat with the chowder. Just as tasty with soups and salads, they also complement fruit or seafood cocktails.

You'll want to keep a supply handy for after-school or late snacks, too. The basic ingredients, corn meal and cheese, set their food value extra high. We guarantee you'll bake a double recipe of this versatile pastry once you try them.

Cheese Crisps

½ cup enriched corn meal
1 cup sifted enriched flour
1 teaspoon salt
¾ cup fat
½ cup grated cheese
¼ cup milk

Sift together corn meal, flour and salt. Cut in fat until mixture resembles coarse crumbs. Mix in grated cheese. Add milk, stirring lightly only until dry ingredients are dampened. Knead gently a few seconds on lightly floured board. Roll out to ¼-inch thickness. Cut into strips, triangles, diamonds or other fancy shapes. Sprinkle with paprika. Place on baking sheet. Bake in a moderate oven (350° F.) 12 to 15 minutes or until delicately browned. Serve warm or cold. Makes 3 dozen crisps.

To start you off on your winter soup "spree" we suggest additional recipes for soups which range from consommés to the thickest, creamiest varieties.

Jellied Consomme

2 envelopes plain unflavored gelatin
3 cups soup stock or consommé
2 tablespoons lemon juice
¼ teaspoon paprika
1 tablespoon grated lemon rind
1 tablespoon onion juice

Soften gelatin in ½ cup cold soup stock or consommé and dissolve in remaining stock which has been heated. Add lemon juice, paprika, lemon rind and onion juice, stirring thoroughly. Simmer for 5 minutes. Cool. Strain through cheese cloth. Pour into bouillon cups and chill. Just before serving, beat slightly with a fork. Garnish with parsley or a lemon slice. Serves 6.

Special Onion Soup

4 large onions
4 tablespoons fat
2 cans condensed bouillon



Cool fall days mean lusty appetites for all and hearty chowder will meet this demand for food.

1½ cups water
1½ cups (12 ounces) beer
salt
pepper
6 toast circles
grated parmesan-type cheese

Peel onions, slice thin, cook in fat until soft and golden brown. Combine bouillon, water and beer; add to onions. Simmer, covered, 45 minutes. Season to taste with salt and pepper. Pour into soup bowls. Top with toast circles. Sprinkle generously with Parmesan cheese.

Chicken Broth With Noodles

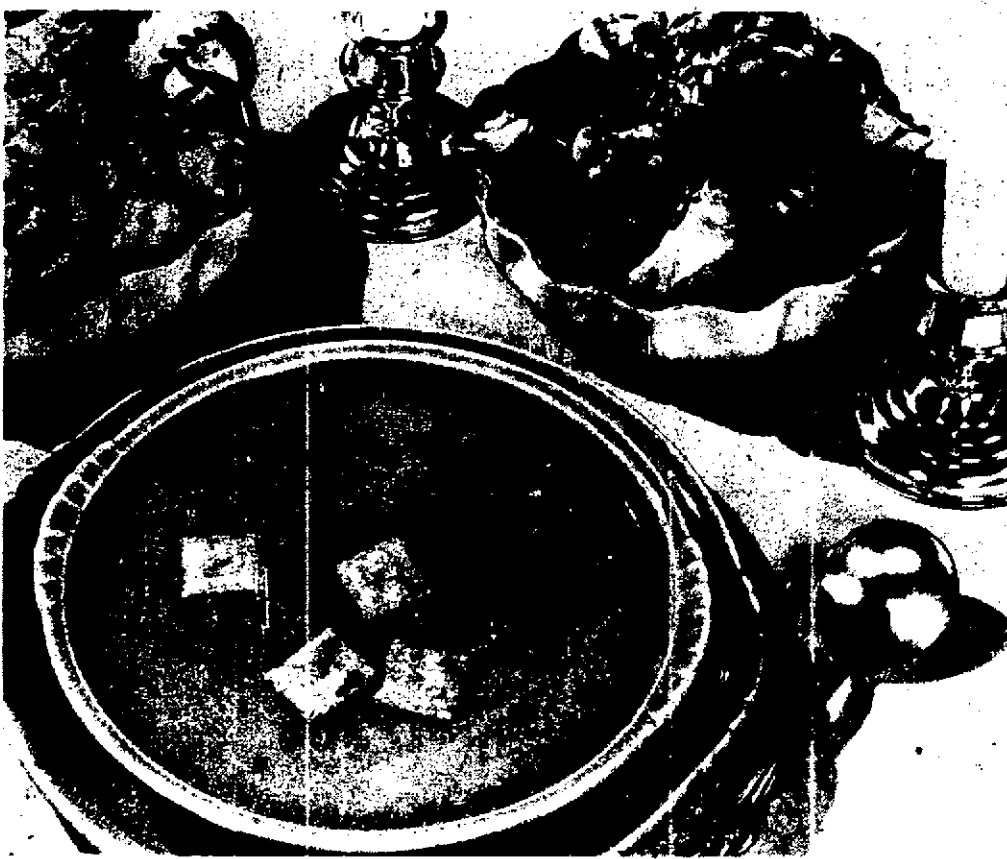
2 10½-ounce cans chicken broth, or
2½ cups chicken broth
2 cups water
1½ teaspoons salt
¼ teaspoon pepper
2 bouillon cubes
¼ cup grated carrot
¼ cup finely chopped celery
3 ounces fine noodles
2 tablespoons minced parsley

Combine chicken broth, water, salt, pepper, and bouillon cubes. Bring to a boil. Add carrots and celery and simmer 15 minutes. Add noodles and cook 10 minutes. Pour into individual soup bowls. Sprinkle with parsley. Serve hot. Yield: 4 servings.

Split Pea Soup

1 cup split peas
5 cups water
1 carrot, sliced
1 onion, quartered
2 sprays celery leaves
soup bones
1 bay leaf
salt and pepper

Pick over and wash split peas. Place all ingredients except salt and pepper in kettle, cover, bring to boil and simmer 2 hours or until peas are tender. Remove bones. Strain soup through food mill; season with salt and pepper. If desired, thin with milk; heat. Serves 4 to 6.



Potato soup is an old standby for hearty eating. Serve it in a new dress by adding leek and a few cheese crisps. It is perfect for luncheon or dinner.

Milk and Pie Delight the Men

MEN are milk drinkers. The are also pie-eaters. Ask any restaurant owner who caters to men. He'll tell you "give 'em milk and give 'em pie, then their love will never die."

Milk, an indispensable dairy food, is our best-known source of calcium. Rich, too, in first-class protein, it's a vigorous aid to human growth and development as well as to maintenance of optimum health.

Those husky men and boys in your family need it as much as the toddlers. Recently the Food and Nutrition Board of the National Research Council upped the recommended daily milk allowance for adults. It was two cups (16 ounces—1 pint) a day. Now it's three cups—24 ounces—1½ pints.

Custard and apple are the "pin-up" pies, according to masculine preference. If men had their way, they'd probably be on every menu.

Custard Pie—

Pastry for a 10-inch pie—for speed and convenience, use

packaged pie crust, following directions on the package. One package makes enough pastry for a deep 10-inch pie—4 well-beaten eggs, ¾ cup sugar, 3 cups scalded milk, ¼ teaspoon salt, ¼ teaspoon grated nutmeg.

Line pie plate with pastry, fluting the edges. Bake 5 to 8 minutes in a hot oven (450 degrees F.) to set the crust and prevent filling soaking in. Beat eggs with sugar, add hot milk a little at a time, and stir in the salt. Pour into the partly cooked pie shell, sprinkle nutmeg over the top and bake in a very moderate oven (325 degrees F. to a 350 degrees F.) until the filling is firm, or for about 45 minutes. Custard mixtures need to be cooked at a moderate temperature to make them smooth and creamy. If cooked too fast, they curdle or separate.

Baked Indian Pudding with ice cream is an old Yankee custom that has spread all over the land. It's another "men folks" favorite, especially when leaves turn red.

PEOPLE IN THE WEST EAT MORE PANCAKES
THAN ANYBODY...



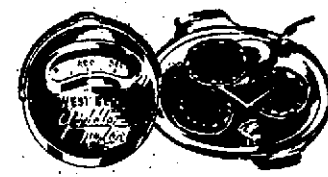
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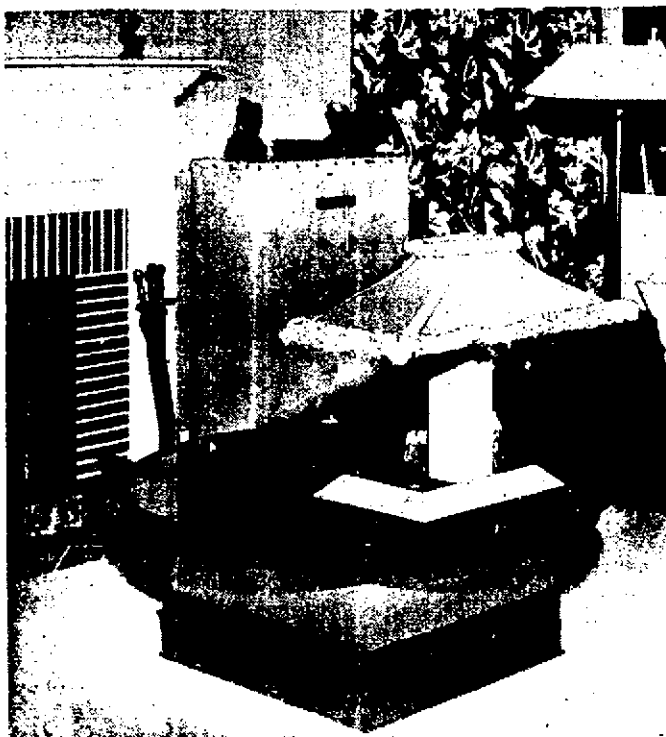
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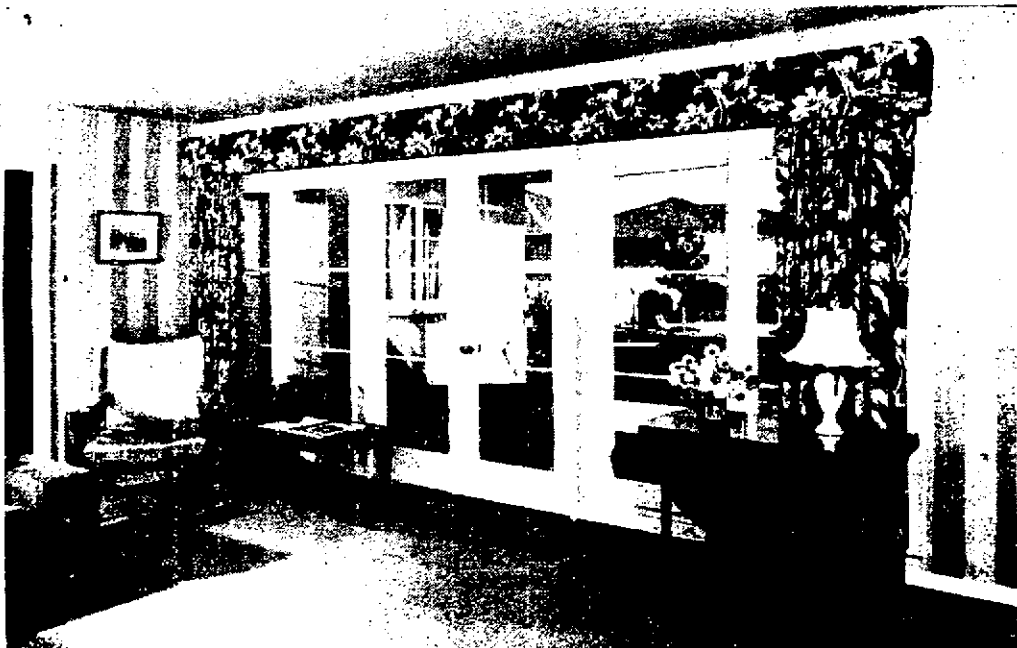
By Althea Flint



Mr. and Mrs. V. W. Chippendale made some of their furniture themselves, including radio cabinet, table.



Bookcases are built across one wall (above). Living room wall of glass (below) looks out on the garden.



DESIGNED in a U shape around a patio, the home of Mr. and Mrs. V. W. Chippendale, 1700 N. Willow St., Compton, provides a view of the garden from almost every room. This arrangement also protects the patio from excessive wind and gives Mrs. Chippendale the advantage of being able to keep an eye on the two Chippendale children, Susan and Tommy, at play in the patio.

The living room is built across the front of the lot with the kitchen and rumpus room forming one leg of the U, and the two bedrooms opposite. The patio with its cement floor can be reached from the living room or the kitchen. A barbecue at the end of the garden has a brick floor and fireplace, both of which Chippendale made.

An entry papered with a gray-and-rose vertical-striped pattern of textured paper contains a coat closet which can also be used for extra storage space. A gilt-framed mirror which hangs on one wall is handy for last minute primping on the way out.

A wall of windows in the living room looks out on the patio and a door in this wall opens directly onto it. Brown, chartreuse and rose draperies can be pulled across this wall for complete privacy. The Chippendales made the valances for all of the windows in this room by padding boards with cotton batting and covering them with the drapery material.

The Chippendales are also talented in the art of furniture making, a talent first discovered when they decided that the little radio, although it was good mechanically, was not a particularly attractive addition to the room. Its new good-looking cabinet is really a plywood crate which a refrigerator was shipped in. The Chippendales padded this crate



A barbecue with fireplace, wood box and grill for hamburgers and other frying was built in the corner of the outdoor living room at a Westminster home.

and covered it with beige leatherette. Brass tacks not only add ornament but help to hold it together.

A ROUND coffee table placed between a pair of blue loveseats was made from an old round dining table. Chippendale fastened the round top onto a new base of combed plywood. He refinished the top by painting with white paint which he rubbed off to bring out the wood grain and then applying a coat of black over this.

The fireplace wall is covered with combed plywood which was also finished by applying white paint which was rubbed off. The other three walls are papered in rose-and-gray striped paper. Bookcases are built against one wall.

The dining corner in the kitchen has seats which Chippendale upholstered in red leatherette and a formica-topped table. The U-shaped work counter separates the two portions. Cabinets are built several feet above the portion of the work counter which juts out into the room.

An automatic washer is placed just inside the kitchen door and a portable clothes pole can be put up in the garden. A Dutch door from kitchen

to patio is convenient for serving out-of-doors.

In the master bedroom the wall behind the bed is papered in a pattern of yellow roses on

a gray background, another wall is devoted to wardrobes and the two remaining walls are papered in a textured pattern of green and yellow.



—Photos by Charles Tolly.

The kitchen counter is roughly U-shaped, separating work and dining areas; note convenience of cabinets.

Early Colonial Highboy

By Mary Lou Zehms

THE HISTORY of furniture parallels the progress of culture. Egyptian furniture of 6000 years ago showed an advanced form of woodworking, structure and decoration. Furniture of central Europe, which was made of native woods, marble or metal, expressed southern exuberance or northern restraint,

while the French and Italian cabinetmakers expressed their most flamboyant period in exquisite woodwork and great rich tapestries.

During the early colonial period (1620-1725), furniture was

largely of Jacobean inspiration and the simple and sometimes crude construction classifies it as the "peasant" type. Very little furniture was imported and pieces were constructed by cabinetmakers traveling from one locale to another.

The colonists were most interested in serviceability, sturdiness and usefulness in their furniture with chests and highboys listed among their important pieces.

Representing this early type is the cherry wood highboy pictured here. What a story of adventure it could tell. It had its beginning in the Steele Tavern located half-way between Albany and Buffalo. Here it remained for many years in the David Donnelly family of East Bloomfield, N. Y.

In 1907 it was shipped to Hudson, Mich., where it remained with a daughter of the Donnelly's until last month when it was received by another daughter, Mrs. Mary Taylor of 2426 E. First St.

During its early existence, this highboy was one of the articles of furniture in the tavern on the famous Albany-Buffalo Turnpike, one of the main lines of communication with the developing west.

It was the great period of the stagecoach and the Con-

(Advertisement)

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They Gave Him A Cement Mixer

By Fern Hill Colman

WHEN Harvey B. Hunter retired at 60, to his quiet, acre estate in rural Orange County, fellow workers gave him a curious going away gift. It was a cement mixer, one of those restless, dynamic pieces of equipment that was to make Hunter's "active years" with his company look like a period of hibernation when compared with the life of a country gentleman. In 18 months Hunter had mixed and poured almost 40 tons of rock, sand and cement through this gift mixer. He had turned out 1900 hollow cement blocks and laid them up in a wall for his outdoor living room. He had poured a cement driveway, numerous walks and a floor for the outdoor living room. He had also built a massive barbecue and, in his spare time he had managed to build in those extra bits of storage space that make a house easy to live in.

The Hunter house on Westminster Blvd., Westminster, is a small white stucco with yellow shutters. It is really a compact city apartment dropped into a country setting with kitchen, living room and one bedroom. The Hunters have changed all that by building additional living space at the back of the house.

The double garage has storage space built in above the car. This consists of a wide shelf placed just above the hood of the car to utilize space to the ceiling for storage.

HALF of the garage has been turned into a guest house complete with kitchen. This room also has a bit of ingenious built-in storage space. A 12-foot arrangement of shelves covers one wall running from floor to ceiling. These are enclosed in plywood doors notched so that they fit tightly. An air intake at the end of the bottom shelf has metal ventilators to keep out rain and is screened. This intake draws in cool air from the north side of garage. The cool air passes along bottom shelf to the end where a narrow slot allows warmer air to rise and continue along the second shelf then to the third and finally to escape through a roof ventilator. Thus a cool draft of air is kept moving along the shelves, making a cool storage space for canned fruits, jellies, root crops, melons and vegetables. When the Hunters want to cool off the guest house they simply open a south window and one door to this battery of storage shelves and the warm air in the room is drawn off and up through the roof ventilator creating a cross draft ventilation that is a substitute for air conditioning. The plywood panel doors of this storage

space are papered in striped wallpaper with gay red, geraniums and with green paint trim to make it an attractive paneled wall.

The remainder of the guest quarters has walls in pale green celotex with a natural redwood trim, the windows are enclosed on top and sides with chintz ruffles. Net glass curtains, on which Mrs. Hunter has applied baskets of tulips, are used. A small table with a checked, old-fashioned cloth displays Mrs. Hunter's 100-year-old castor set. Shelves have scalloped trim and decorative plates add color and a cozy charm to this little guest house that is complete with kitchen. As a matter of fact, the Hunters themselves spend considerable time in the guest quarters where they do most of their cooking.

The entrance to the back yard living room is an unusual arched doorway ingeniously made by Hunter from salvaged materials. He took the circular base of an old round table and cut it in two using the half circle mounted on 1x4 wood strips to form an arch. With this arch as a base he built around it a sunburst arch that makes handsome white trellis for the scarlet bougainvillea. The second half of the table makes a second archway set about three feet beyond the first, with a latticed room between the two archways. Here Mrs. Hunter has hanging baskets. The entrance to the outdoor living room is charming. Guests enter through a white sunburst archway contained in red bougainvillea, pass through an airy "hallway" with hanging baskets before reaching the living room.

THE OUTDOOR living room is dominated by the massive barbecue designed and built by Hunter. This barbecue has an open fire for roasting marshmallows or other open fire cookery. It also has equipment for cooking steaks and hamburgers. Hunter has made an ingenious use of the angle irons from old iron beds as a track on which the cooking sheet rests. The steel plate can be drawn out and replaced with a grill above the coals. The barbecue is built in a quarter circle fitting snugly into the corner of the two walls to use a minimum of space. The top of the barbecue is smooth surfaced giving ample working surface for serving. The chimney of natural stone has small niches where the Hunters place bits of pottery, teapots, shells for ornamentation.

The walls of the outdoor living room are laid up solid in hollow cement blocks with windows in the west wall of open

(Continued on Next Page)

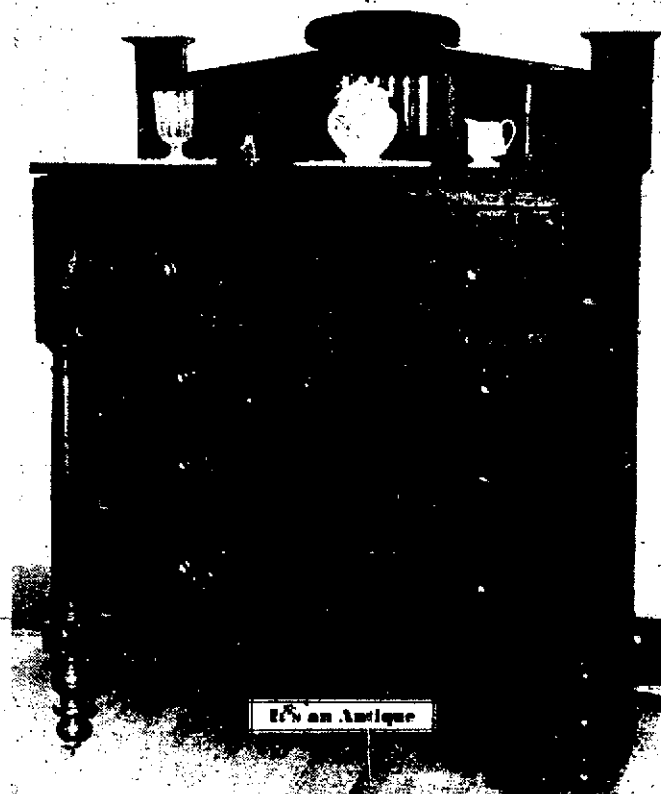
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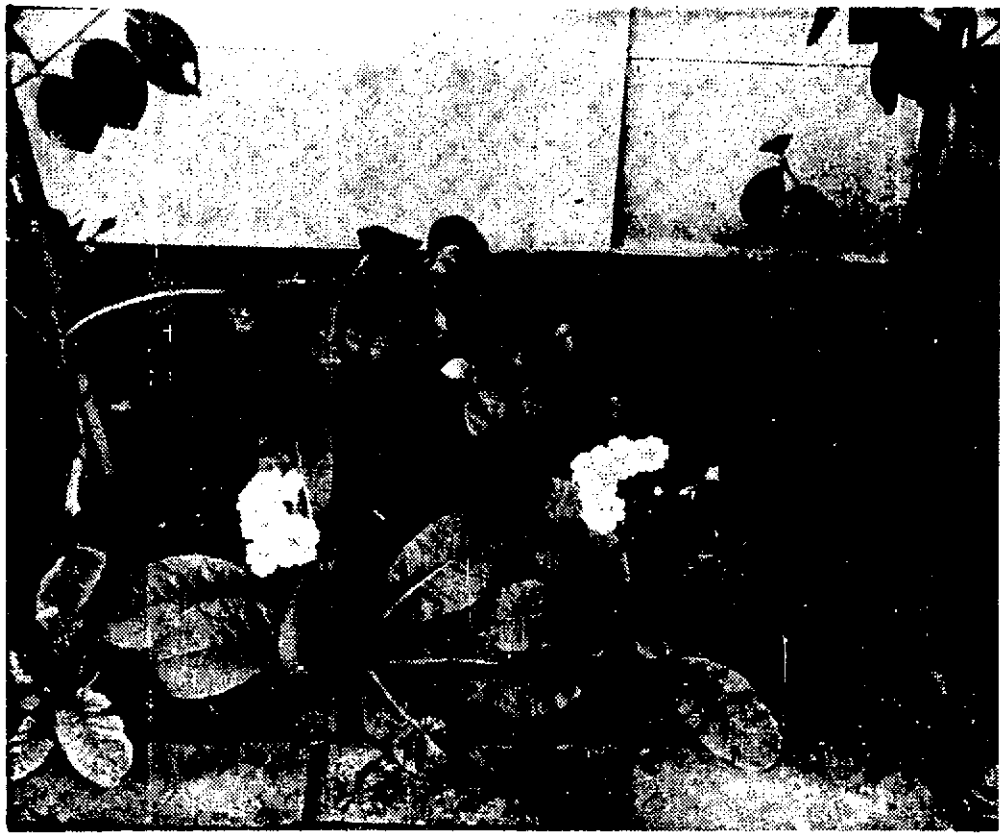
An example of the sturdy usefulness of furniture of the early Colonial period is the cherrywood highboy above.

stoga wagon with settlers going west often making this turnpike the first part of their route. Tollgates were six to 10 miles apart and tolls were commonly from 10 to 25 cents per vehicle.

Wary travelers in this sparsely settled region would stop at the tavern for refreshments, water for the horses, or to spend the night before proceeding westward. Gay, happy adventurers traveling in

crude ox-drawn carts, covered wagons or six-horse carriages, spent their evenings before this highboy spinning tales of the limitless west yet to be conquered by man.

On one of her trips east, Mrs. Taylor saw a replica of this highboy at Gen. George Washington's headquarters at Fredericksburg, Va. There is a possibility that it could have been made by the same cabinetmaker.



English primroses planted in a partially-shaded bed with camellias in the background will reward the home gardener with color for winter and spring.

It's Primrose Time

By Donnell Culpepper

LONG BEACH'S ideally mild winter climate—excluding the now-famed cold spell of 1948-49—offers excellent opportunity for color in the protected flower beds and the rock gardens.

Visitors to this city for their first winter can hardly realize that such color exists except in the garden magazines. If they are becoming permanent residents, they usually are the first to visit the nurseries and begin their winter planting.

Topping the list of winter bedding plants are the primroses, those dainty little pastel flowers that thrust their stems erect long before spring arrives.

Primroses are ideal for beds and rock gardens and do well

with a minimum of care if planted in the proper soil and location at the start.

Primrose is the common name for the primula family. When you visit the larger nurseries, you'll find primula and primula that, but all boil down to plain primroses. For all purposes in Long Beach there are only about three varieties among the several hundred that you need to remember.

The small primrose (malacoides) is the tiniest of the group, but extremely prolific in bloom. A larger primrose

(obconica) produces flowers about the size of a dime. The English hybrid type, becoming more available at all nurseries this season, is one of the largest of all, producing individual flowers as large as quarters.

All primroses are perennial herbs, growing from underground stems and producing flowers that occur in fives, the tubular corolla being topped by five spreading lobes.

Primroses will do well in sun or shade, but they like protection. The more common English primrose (not the new English hybrid) likes shelter from wind and hot sun and must have good drainage. Coolness, some shade and a permanent location should be provided, because the plants do better when not disturbed. Beds on the east side of a home are good for primroses. Beds under the broken shade of lath houses are ideal.

PRIMROSES can be adapted for so many uses. They can be raised successfully in glass houses or even as house plants. They can be raised in the outdoors, the flowers clipped, along with some of the leafy foliage, and arranged in small vases and containers for decoration inside. The Malacoides, for instance, provides some of the daintiest arrangements possible in small vases.

The colors range from white to pink, red, orchid and shades of yellow. The new English hybrid is producing an amazing and versatile collection of pastel shades that delight women everywhere.

Primroses are subject to enemies like all other flowers but, due to their winter flowering habits in Long Beach, are practically free of such insects as the primrose flea beetle, white fly and mite. Slugs and snails must be watched, however. A good gardener can control those with ease.

To prepare a winter bed, remember first that the soil should be treated in the usual manner to control wireworms. Any good humus soil, consisting of peat moss, leaf mold and plain rich garden soil, provides an excellent medium for the primroses.

Watering should be done with caution for primroses have a habit of damping-off.

The three leading varieties of primroses in mixed colors are available at most Long Beach nurseries this month.

Plant Annuals for Quick Winter Blooms

By Bob Gilmore

DURING the next few months-plant growth is going to slow down in a striking manner. Many of your ornamentals will appear as if they are standing still. For weeks at a time they will seem to be in a condition of arrested development. But this is natural because the temperature—especially at night—is bound to be perceptibly cooler. The solution to this problem is to plant annuals which have the ability to grow faster than any other type of plant life.

An annual is a plant that completes its life cycle in one growing season. This means

the seed germinates, produces a plant, flowers appear, they go to seed and then the plant dies and all this happens in a relatively short period of time. Although annuals are affected by cool weather, their naturally short growing season qualifies them for planting at this time. They can be propagated either from seed or from the established transplants sold by most garden supply stores.

Seed of annuals sown at this time may possibly flower during late winter; you can be

sure of blooms during early spring. If transplants are set out now you will have plenty of color in your garden throughout the winter season. The transplants are slightly more expensive than growing flowers from seed. But if you're in a hurry they will prove a valuable expedient.

GARDENERS in the Long Beach area have a very favorable situation. It is possible in this region to grow a garden all through the year. Already in the east and in the middle west gardening has been restricted to the reading of seed catalogs. So don't be discouraged if your ornamentals don't come along as fast as they did last June or July. Be thankful you can have a garden in winter.

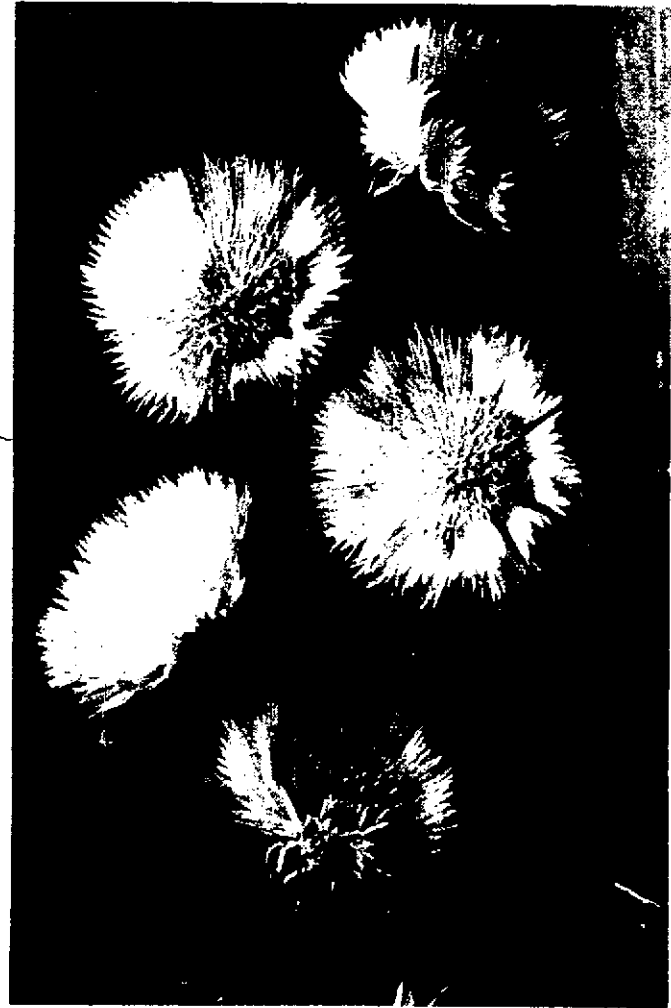
The best spot for growing annuals during late fall, winter and early spring is in a sunny location. The more sunlight the plants receive the quicker they will grow. They will also react favorably to light but require frequent applications of plant food, throughout their growing season. This is the best way of bringing the plants along gradually. Dumping a pound of fertilizer in the planting hole at planting time, then forgetting the food problem usually leads to disaster. It's like feeding a child a big meal at breakfast time, then forgetting him for the balance of the day.

Phlox can be started now either from seed or from plants. Be sure you obtain the annual strain, frequently identified as drummondii. The phlox is an excellent cut flower in addition to being a favorite garden subject. It wants a sunny spot, plenty of water during the dry season and a mulch of peat in winter and summer.

CENTAUREAS in general can be started now, the most prominent member of the family being the Bachelor's Button. The seed germinates



Annual phlox prefers a sunny spot and, when used as a cut flower, will last for days when put in water.



Centaureas are admirable for both outdoor and indoor decoration and may be grown for quick show of color.

Why Leaves Fall

By Eleanor Avery Price

ONE OF the chief beauties of autumn is the changing foliage of many plants. Even the most modest garden is touched here and there with crimson, russet, and gold.

It seems a shame that beautiful leaves must fall, not only because it is tedious to rake them up but because birds are robbed of their shelter and deprived of insect-life food. However, there are scientific reasons why leaves of certain plants must fall, and understanding them may give humans more patience.

When the ground grows colder, the roots of some plants cannot absorb much water from the soil, and since the purpose of leaves is to give off water by transpiration, the plant would dry up and die when the leaves gave off more water than the plant could obtain from the soil. Nature induces the leaves to fall when enough liquid cannot be drawn from the earth.

The loss of leaves from many plants is also a means of protecting plant-life from the ravages of winter.

Fallen leaves return nourishment to gardens. Although much of the leaves' valuable food material has been absorbed by the branches and roots, dead leaves decay, rain dissolves the mineral contents which thus enrich the soil. For this reason, not all leaves need be cleared up and burned. And many of those that are gathered should find their way to a compost heap.

Much fun can be had with the falling of leaves. They may be raked together and children allowed to dance on them until they are crushed into easily absorbed soil nutrients. Where there are many leaves, parties may be given to see which guest can gather the most sacks full. Leaves may be tossed into the chicken pen where they will be scratched to dust. Chickens will eat any insects and the leaves soon become one of the finest garden fertilizers known.

Of course, leaves from diseased plants, shrubs or trees, should be destroyed by burning.

Cement Mixer

(Continued From Page 8.)

grill work. These windows have a cornice with canvas curtains that can be pulled across on cool evenings. When it is hot the curtains can be pushed back allowing the cool west wind to sweep through the living room. The roof is of corrugated aluminum and the bright canvas curtains, the gay pottery above the cornice are all reflected in the bright metal in a glow of color.

Back of the outdoor living room is Hunter's workshop where he turns out shelves, furniture or anything he needs for the house. This workshop has an unusual rolling workbench. It is built like a dining room table, with the top surface for working, the space below the top covered with cellophane panels that tilt back and carry an assortment of saws and tools all ready at hand just under the table. At the ends, bins have been built in for bolts and odds and ends. The entire workbench is mounted on casters and rolls easily along the cement floor. Cabinets holding various working equipment are placed high on the walls so that this rolling bench can be run under them and work can be carried on with this extra equipment within easy reach.

Keep Garden Clean

CLEANLINESS is important in a garden whether ornamentals or vegetables are grown. A little work in this direction pays tremendous dividends. Sooner or later you will have to clean up your premises and a few minutes spent each week certainly makes the job less irksome.

An ill-kept garden will turn out to be not only an eyesore but a real economic loss. It's impossible to expect maximum production when the plants are grown in a shabby and dirty environment.

Keeping fallen leaves, debris and rubbish out of your garden will make a decided improvement. Be sure to rake your lawn area at least once a week. This takes just a few minutes,

yet makes a great difference in the appearance of your surroundings. Garden debris should be placed in the compost heap, where after decaying it should be returned to the garden. In the form of humus it becomes an excellent soil conditioner.

As plants grow to maturity and outlive their usefulness they should be removed from your premises. This holds true for ornamentals as well as for vegetable plants. Frequently these old specimens become a harbor for insects and disease, ultimately proving a real calamity. It's wise to pick all flowers before they go to seed. This encourages the plant to continue producing and does not divert energy into seed production.

started now for winter and spring growth include: Nasturtium, Virginia stock, alyssum, carnation, sweet peas, sweet William, stock, snapdragon, pansy, petunia, gallardia and larkspur.

PLANTING RANUNCULUS

By J. J. Littlefield

Ranunculus is one of the easiest bulbs to grow if you buy quality bulbs. Plant them an inch and a half deep, protect young growth from birds, and feed them lightly. Plant these bulbs in soil thoroughly moistened in advance of planting. This will help prevent a percentage of bulbs from rotting.

As soon as they have sprouted, cover with chicken wire to keep off birds, water them regularly, and feed them during active growth with Red Star BULB FOOD. This fine plant food is expressly blended and mixed for bulbs, such as tulips, daffodils, anemones and others.

YOURS An attractive plastic flower ring for unusual flower arrangements. A \$3.50 value for only 50c and the name "Red Star" or a red star from the bag of any Red Star product. Indicate desired color (copper, gold, green, or white). Mail to Dept. L, RED STAR, Downey, Calif., today.

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Fall Gardening SPECIALS

TIME FOR YOUR BULBS

DAFFODIL—Double nose bulbs.	\$1.10 doz.
NARCISSUS—King Alfred	75c doz.
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ANEMONES—Double flowering jumbo size	75c doz.
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HIBISCUS—1-gal. Reg. 75c varieties	Now 39c ea.
PYRACANTHA—Graben, largest red berried.	59c 1-gal. Reg. 75c Now
EVERGREEN ELM—5-gal. 6-ft. stakes	Reg. \$2.95 Now \$2.25
PRIMROSES—Reg. 40c doz.	Now 29c doz.
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Tips on Gardening

GARDEN tips for the week: This is an excellent time to divide and replant perennials. A few of the better known types include: Gerberas, dianthus, iris and peony; also shasta daisies. Perennials should be divided during their dormant season, then set back in the ground and thoroughly watered.

Evergreen fruit trees can be planted now.

Fuchsias that have not been fed up to now will respond favorably to an application of plant food. But do not postpone feeding them as late feeding may make the plants too soft to stand winter conditions. Start getting your holiday garden ready by planting pyracanthas and cotoneasters. Both of these plants bear large quantities of berries during the Christmas period.

PLANT YOUR BULBS NOW!

NOW IS THE TIME TO PLANT ALL KINDS OF BULBS FOR EARLY SPRING FLOWERING.

TULIPS	DOMESTIC BULBS 60¢ doz.	IMPORTED HOLLAND BULBS 75¢ doz.
HYACINTHS	Imported 19¢ ea.	FREESIAS 39¢ doz.
KING ALFRED DAFFODIL	Double Nose	1 ⁰⁰ doz.
Ranunculus & Anemones	100 for	98c

AND MANY OTHERS

20% to 30% OFF

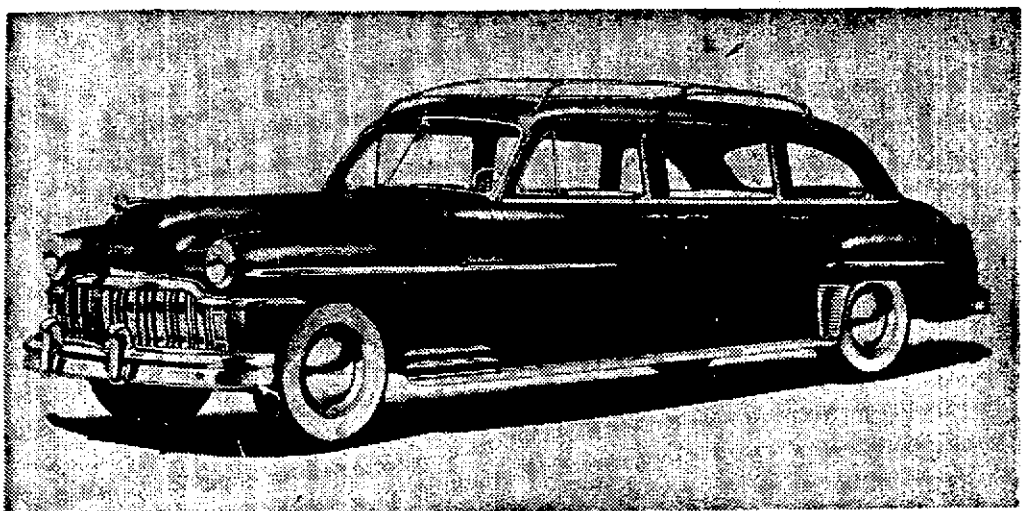
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Camellias 79¢	Bougainvillea 69¢
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'47 DODGE 2-Door Sedan. Field Drive. Clean throughout.....	'1495
'48 CHEVROLET Convertible Coupe. Radio, Heater. New top.....	'1645

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AUTOMOTIVE News

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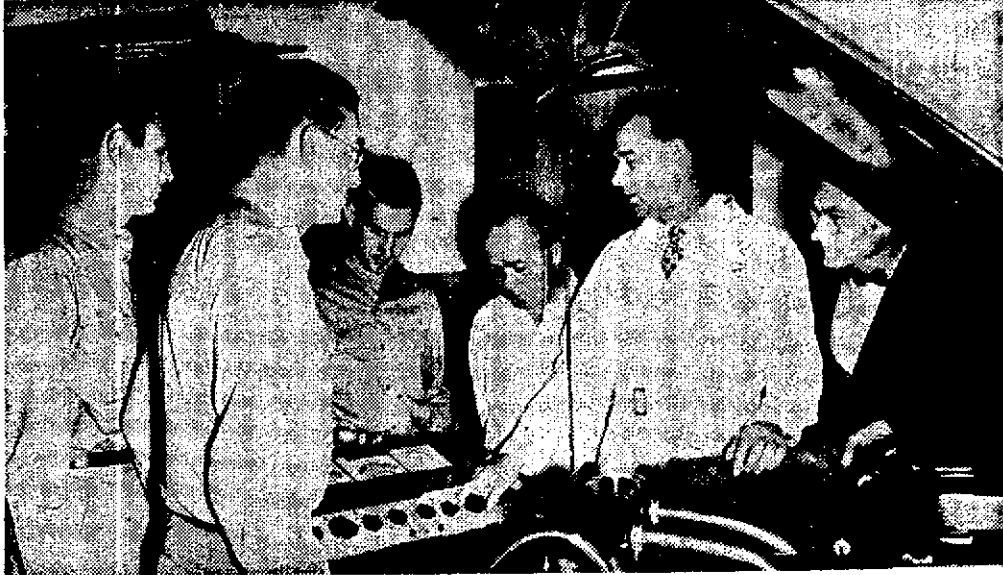
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During his stay in Europe, Hutchinson will visit and inspect distributors and dealers in England, France, Belgium, Holland, Denmark, Luxembourg, Switzerland, Norway, Sweden, Germany, Austria, Italy, Spain and Portugal. He will spend at least four weeks on the continent and about one week in England.

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"To date this year, dealers have sold 106,328 new Hudsons, an increase of 320 per cent over the same period last year," Van Derzee declared.



CHECK SERVICE PROBLEMS—Another part of the Ford school is shown here as Harry Munro, manager of the service department of the Long Beach Ford plant, explains to students a service problem. Those pictured are Herman Michaelis, Hermosa Beach; Jim Campbell, Hollywood; Munro; Al Williams, Wilmington, and Bert Lawrence, Maywood. (Press-Telegram Photo.)

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One of the problems the industry encounters now is the accumulation of many used cars in dealers' hands. They represent capital for the retailers that isn't readily available when needed. And the dealer can't easily avoid the piling up of used units if he wants to go on selling new cars.

Buyers in the market for new cars are shopping around more diligently than at any time since the war. They are looking for discounts. They get them in the form of below-list prices or higher than average trade-in allowances. No small part of the record sales volume of recent weeks has been achieved on that basis.

The car buyer is in a buyer's market and he is taking advantage of it. A little more than a year ago he was making money selling his year-old car for more than he paid for it. He could do that because there weren't enough cars to go around.

Now for many makes there are more cars than quick buyers. In these instances the new car retailers are in the keenest kind of a competitive market. Many have to trade high to move new cars out of their stock.

This situation looks a lot tougher to many new car retailers than it is. For more than four years they have been able to sell anything on wheels with virtually no effort. Many of them never had any experience in a competitive market.

SEASONAL CONDITION
So the assertion that the present situation is seasonal and just about normal comes as comfort insurance to many car merchandisers, of course, a decline in sales and production at this time of the year is normal. Probably there will be a further drop in November and December.

But if demand lags during the early weeks of 1950 the job of supplying dealers with new models will require high volume output. A lot of new models will be in initial production around the end of the current year.

So there isn't anything about the outlook immediately ahead that is any different than it usually is at this time of the year. Even the stock of unsold cars isn't of abnormal size.

The car makers' sales executives, however, are telling the dealers to be careful of the allowances they make on used cars.

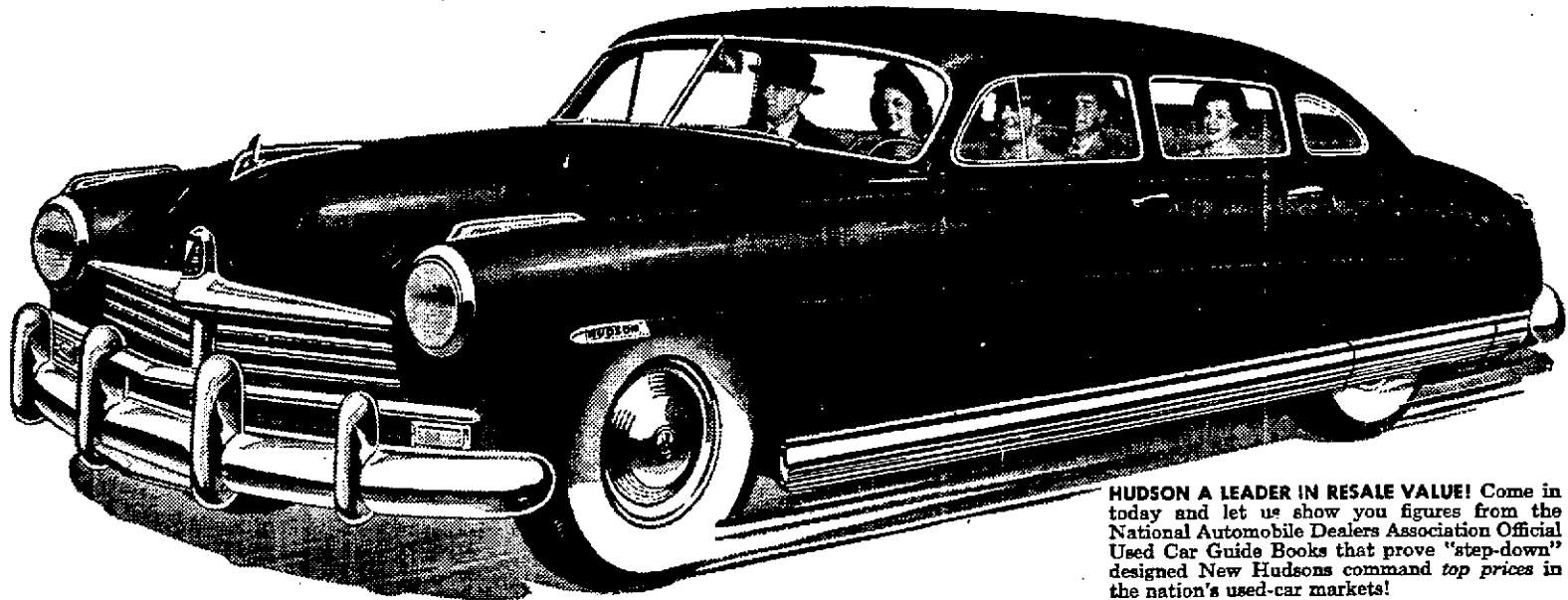
34 Vice Presidents in General Motors

DETROIT, Oct. 8. (AP) The General Motors Corp. board of directors has promoted four corporate executives to the office of vice president. General Motors now has 34 vice presidents.

One of the new vice presidents is Wilbur H. Norton, former president of Montgomery Ward & Co., who joined General Motors about a year ago. Norton, 45, was named to head the General Motors policies and procedure in parts merchandising.

The other three men elevated are veterans in the General Motors organization. They are Hugh Dean, former general manufacturing manager of the Chevrolet division, who was named head of the manufacturing staff; Carl F. Kindl, selected as group executive in charge of Canadian and overseas operations, and Ellis S. Heglund, who will continue as assistant general manager of overseas operations.

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120,000 owners of other cars
Switched to Hudson
Look at all the Extra Value they're getting!



HUDSON A LEADER IN RESALE VALUE! Come in today and let us show you figures from the National Automobile Dealers Association Official Used Car Guide Books that prove "step-down" designed New Hudsons command top prices in the nation's used-car markets!

40 YEARS OF ENGINEERING LEADERSHIP
NEW HUDSON
ONLY CAR WITH THE STEP-DOWN DESIGN

WHAT a car! What value! Is it any wonder Hudson sales this year are 30 per cent ahead of last year's record?

Every day more people are discovering that the New Hudson, with its unique "step-down" design, is packed, right now, with styling, performance and comfort features they thought were years away!

Only in Hudson do you get the most of the four advantages people want most in motoring... the most beauty, roominess, road-worthiness, and all-round performance!

In roominess, for instance, Hudson offers you, not just more, but the MOST—the roomiest

seats in any mass-produced car built today! You get amazing head room—the most efficient use of interior space in any motor car!

Come in for a *Revelation Ride*—see all the extra value Hudson's unique "step-down" design gives you. Take the wheel yourself, and put the wonderful New Hudson to any test that pleases you. You'll find that here, at last, is a new kind of motoring. And you'll see right away why, of the more than quarter-million owners of New Hudsons, 120,000 are motorists who have changed to Hudson from other makes!

Bring your present car when you come in. Let us work out a deal that is bound to please you!

HERE'S WHERE TO GO FOR WONDERFUL DEALS

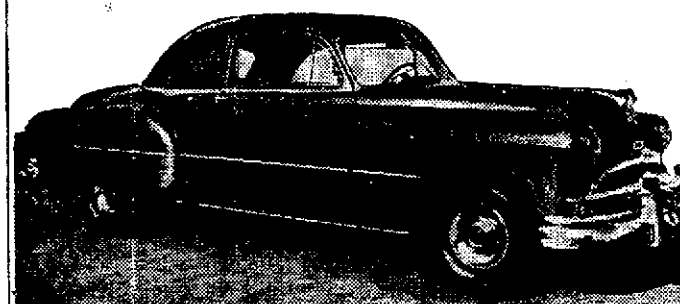
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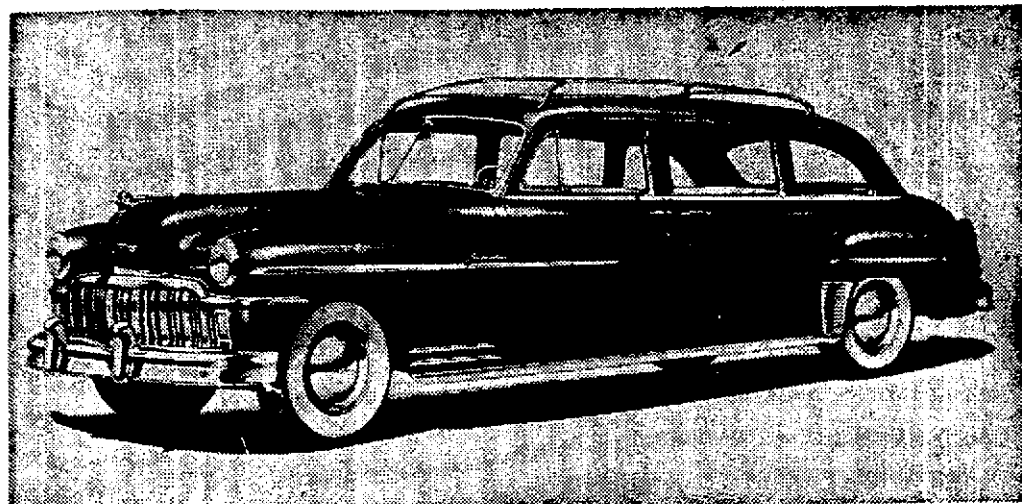
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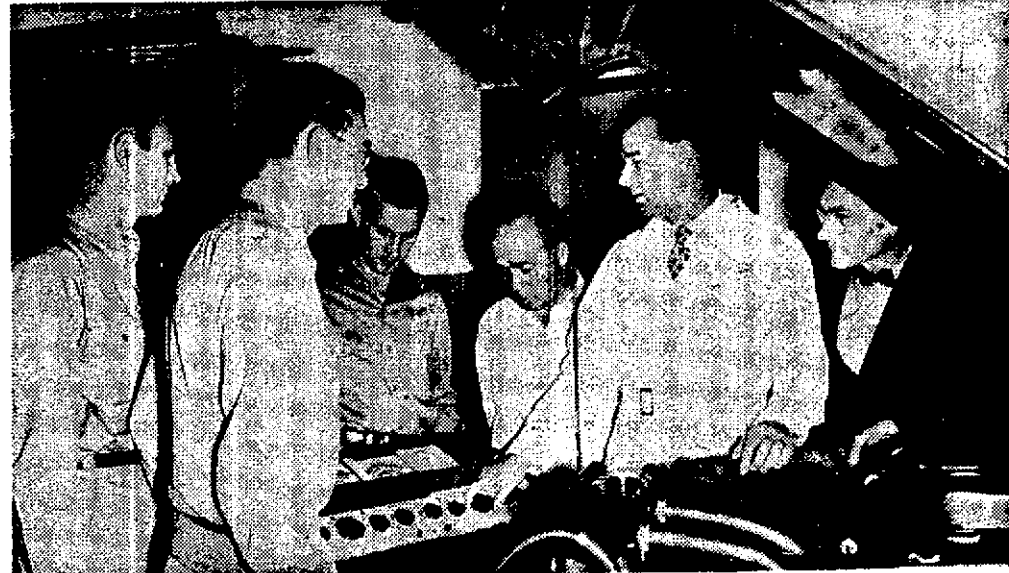
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One of the problems the industry encounters now is the accumulation of many used cars in dealers' hands. They represent capital for the retailers that isn't readily available when needed. And the dealer can't easily avoid the piling up of used units if he wants to go on selling new cars.

Buyers in the market for new cars are shopping around more diligently than at any time since the war. They are looking for discounts. They get them in the form of belowlist prices or higher than average trade-in allowances. No small part of the record sales volume of recent weeks has been achieved on that basis.

The car buyer is in a buyer's market and he is taking advantage of it. A little more than a year ago he was making money selling his year-old car for more than he paid for it. He could do that because there weren't enough cars to go around.

Now for many makes there are more cars than quick buyers. In these instances the new car retailers are in the keenest kind of a competitive market. Many have to trade high to move new cars out of their stock.

This situation looks a lot tougher to many new car retailers than it is. For more than four years they have been able to sell anything on wheels with virtually no effort. Many of them never had any experience in a competitive market.

SEASONAL CONDITION
So the assertion that the present situation is seasonal and just about normal comes as comforting assurance to many car merchandisers. Of course, a decline in sales and production at this time of the year is normal. Probably there will be a further drop in November and December.

But if demand lags during the early weeks of 1950 the job of supplying dealers with new models will require high volume output. A lot of new models will be in initial production around the end of the current year.

So there isn't anything about the outlook immediately ahead that is any different than it usually is at this time of the year. Even the stock of unsold cars isn't of abnormal size.

The car makers' sales executives, however, are telling the dealers to be careful of the allowances they make on used cars.

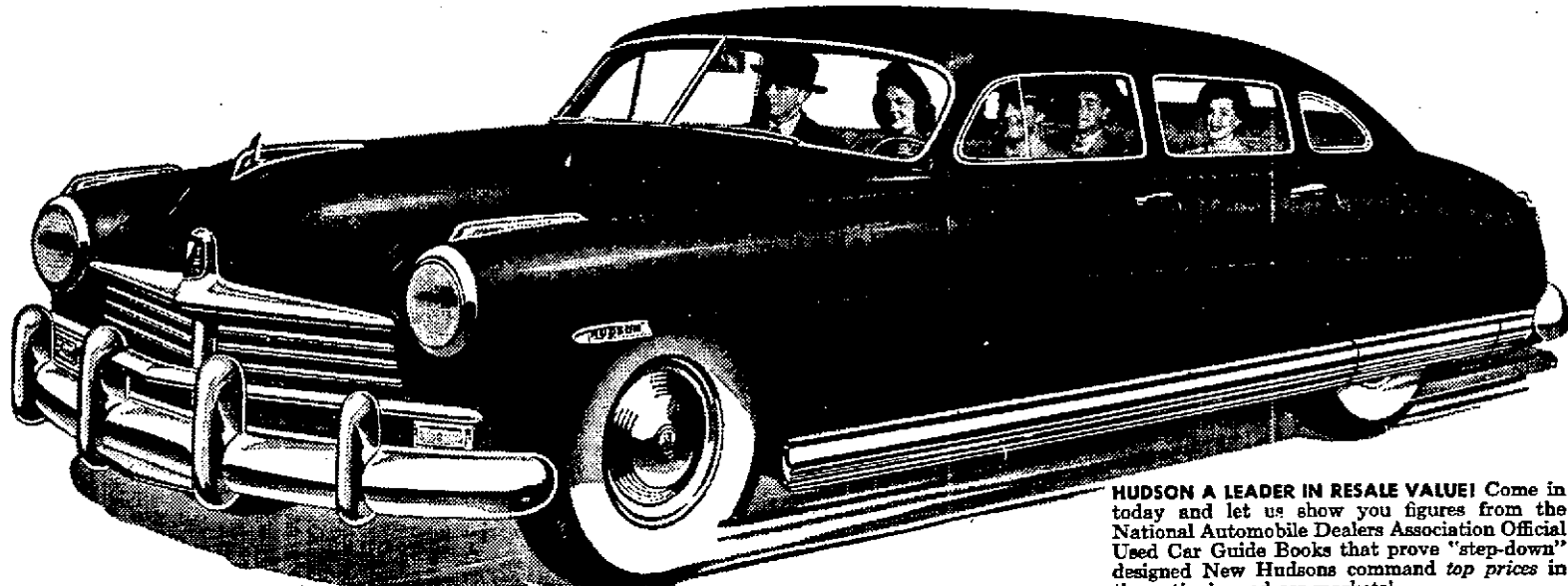
34 Vice Presidents in General Motors

DETROIT, Oct. 8. (AP) The General Motors Corp. board of directors has promoted four corporate executives to the office of vice president. General Motors now has 34 vice presidents.

One of the new vice presidents is Wilbur H. Norton, former president of Montgomery Ward & Co., who joined General Motors about a year ago. Norton, 45, was named to head the General Motors policies and procedure in parts merchandising.

The other three men elevated are veterans in the General Motors organization. They are Hugh Dean, former general manufacturing manager of the Chevrolet division, who was named head of the manufacturing staff; Carl F. Kindl, selected as group executive in charge of Canadian and overseas operations, and Ellis S. Hoglund, who will continue as assistant general manager of overseas operations.

No Wonder
120,000 owners of other cars
Switched to Hudson
Look at all the Extra Value they're getting!



HUDSON A LEADER IN RESALE VALUE! Come in today and let us show you figures from the National Automobile Dealers Association Official Used Car Guide Books that prove "step-down" designed New Hudsons command top prices in the nation's used-car markets!

40 YEARS OF ENGINEERING LEADERSHIP
NEW HUDSON
ONLY CAR WITH THE STEP-DOWN DESIGN

WHAT a car! What value! Is it any wonder Hudson sales this year are 80 per cent ahead of last year's record?

Every day more people are discovering that the New Hudson, with its unique "step-down" design, is packed, right now, with styling, performance and comfort features they thought were years away!

Only in Hudson do you get the most of the four advantages people want most in motoring... the most beauty, roominess, road-worthiness, and all-round performance!

In roominess, for instance, Hudson offers you, not just more, but the MOST—the roomiest

seats in any mass-produced car built today! You get amazing head room—the most efficient use of interior space in any motor car!

Come in for a *Revelation Ride*—see all the extra value Hudson's unique "step-down" design gives you. Take the wheel yourself, and put the wonderful New Hudson to any test that pleases you. You'll find that here, at last, is a new kind of motoring. And you'll see right away why, of the more than quarter-million owners of New Hudsons, 120,000 are motorists who have changed to Hudson from other makes!

Bring your present car when you come in. Let us work out a deal that is bound to please you!

HERE'S WHERE TO GO FOR WONDERFUL DEALS

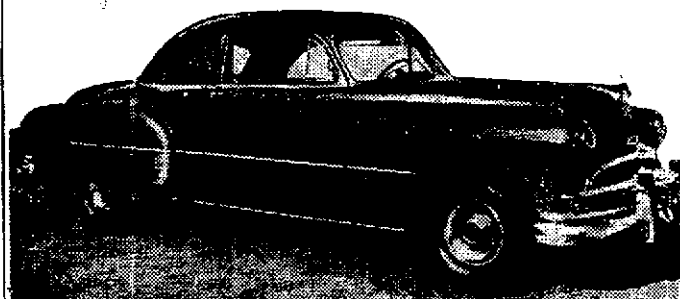
HERB BEAR HUDSON CORP.

220 EAST ANAHEIM ST., LONG BEACH 2, CALIFORNIA

STOREY-RICKETTS

750 AMERICAN AVE., LONG BEACH, CALIFORNIA

Drive the Most Beautiful Car on Wheels



NEW PONTIAC "Chieftain" DELIVERED HERE **\$1867** PLUS TAX

Factory Deliveries SAVE \$274
"Just a Few Available"

We Need Any Model Used Car We Will Make You the Best Deal in Town!

Masters Pontiac Co., Inc.

For 30 Years—"The House You Can Trust—Since 1919"

1235 AMERICAN AVE.

Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

Leland Johnson of the Young & Johnson Ford agency, announced the appointment of George "Red" Sullivan as general sales manager last week. In making the report, Johnson states that the specifications for a dealership's sales manager in today's market calls for an executive with an intimate knowledge of the rapidly changing used car field. With 75 per cent of all new car purchases being paid for in part by the owner's old car, affirms sales manager must be able to turn this trade-in into the money it represented in a new car sale as rapidly as possible. He



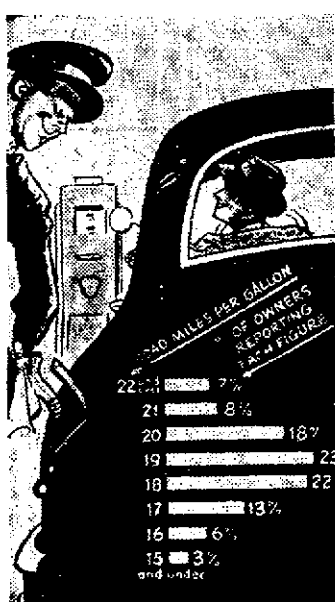
George Sullivan

Leland Johnson is slowly but surely returning to their normal values, as exemplified in 1941, when a 10-year-old used car did not bring nearly as much as it does even in today's buyers market, Johnson said. "Sullivan knows this market and can, in our opinion, better serve our customers with his accurate knowledge of what your old car is worth to someone else," Johnson concluded.

One of Sullivan's first acts in his new post was to appoint Harry Miller, former pitcher for the St. Louis Browns, as used-car sales manager.

Many motorists are obtaining more miles to the gallon of gasoline this year than in 1948, according to the just completed annual economy study of the Packard Motor Car Co. The engineers found improved driving habits are responsible for the greater mileage.

Figures were collected from more than 1000 owners of the



new Packard Golden Anniversary Eight, equipped with overdrive. The data revealed, as in the past, variations in mileage are due to individual driving habits, traffic and temperature conditions. However there was a general improvement in mileage despite an increase from 130 to 135 horsepower in the model studied.

"Nearly 60 per cent of those reporting now obtain between 17 and 19 miles to the gallon," explained Vice President William H. Graves, Packard director of engineering. "Last year, only 53 per cent so reported. At the same time those getting 16 miles and under dropped from 15 per cent last year to nine per cent in 1949."

"The general economic trend has fostered more respect for miles-per-gallon figures," Graves pointed out. "This is something we anticipated and our dealers confirm it. Gasoline economy is having a much greater influence than before on motorists buying plans and driving habits." Graves emphasized that heavy traffic, erratic driving, steep grades, quick starts and high speeds all make for greater gasoline consumption. Extreme heat or cold also affect engine performance adversely, he said.

The above illustration will show you the miles-per-gallon ratio.

Crosley Motors, the nation's largest builder of lightweight automobiles, yesterday announced drastic price reductions on its entire line of passenger and commercial cars.

The price changes, effective immediately, reduce the retail factory-delivered price of the Crosley station wagon at Marion, Ind., \$894, a cut of \$105. The new factory-delivered price of both the sedan de luxe and club

convertible is \$866, a reduction of \$101. The recently announced Hotshot, sports roadster which was originally priced below the company's general price level, has been reduced \$51 to deliver for \$861 at the factory. Corresponding cuts have been made in other models, including the Crosley panel delivery and pick-up trucks.

Appointment of Hugh Ralston of Los Angeles, as assistant public relations manager of the western region, was announced last week by Ford Motor Co. Prior to this new assignment Ralston was editor of the Ford News, plant newspaper of the Ford assembly plant located here. Ralston will set up his office at the Lincoln-Mercury plant in Los Angeles.

Joaquim Pereira wasn't kidding when he offered to pay for his new Jeep truck in coin of the realm. As a result, Harry Myers, Huntington Park Willys dealer, found himself with a small-sized silver boom on his hands.

Pereira recently walked into the Willys dealer showroom and plunked down 3361 coins in quarters and half dollars to buy a truck. After four hours of counting the coins, six girls discovered that the payment totaled \$1005. Pereira says that it took him four years to save the coins.

Dealers Doings—Most of Long Beach's new car dealers were on hand for the annual Southern California Motor Car Dealers conference and golf tournament at Del Mar. The 1949 event which started last Wednesday and ends today is the biggest yet staged by the dealers.

Mac-n-Moe, Long Beach's leading exclusive seat cover firm have moved their headquarters to 1048 American Ave. They were formerly located at 1245 East Anaheim St.

High Compression Engines May Be Common in 1951

DETROIT, Oct. 8. (UP) The era of really high compression auto engines probably is a lot closer than most motorists realize.

High compression increases power output, smoothness and fuel economy. Those factors are important as the work of refining the automobile goes on.

Laboratory and road tests have shown high compression engines can save American motorists up to a billion dollars a year in fuel bills. That is, if there is no great increase in the price of gasoline or in the taxes levied on it.

Automobile power plants now have compression ratios of around 7.25-to-1. Tests have been made with 12.5-to-1 ratios. Probably several years will pass before that level becomes standard in the average motor car. But the trend has been steadily upward in recent years.

Delaying the introduction of maximum compression ratios, of course, is the absence of sufficient high octane gasoline. However, the petroleum industry is working on this and there is a good chance 8-to-1 compression ratios will be common in 1951 model cars.

Compression ratio, briefly, is the amount of space given to piston travel in relation to that into which the fuel is compressed when the piston is at the top of its stroke.

When Charles F. Kettering, retired head of General Motors' research department, produced his first 12.5-to-1 compression engine he had to also develop his own fuel. The first lot reportedly cost about \$40 a gallon.

Tests now going on promise that eventually higher octane fuel may be produced within the means of the average motorist.

Some petroleum industry experts have said that every octane number added to automotive gasoline now will cost the refining



MADE IN YUGOSLAVIA—For summer use only, this roofless car, shown at a trade fair in Zagreb, Yugoslavia, has a five-horsepower engine and can travel 35 miles an hour. So far it hasn't been produced for exporting to the United States.

Loud-color Cars Are Safer for Highways

CHEYENNE, Wyo., Oct. 8. The louder the color of your car, the less chance you'll have of an accident.

John E. Wiley, an engineer for the Wyoming highway department, said the bright-colored cars are safer than those which match the landscape. They can be seen better by other drivers.

The natural colors, grays, tans, light blues and light greens have a tendency to "sneak up on you," Wiley has found.

Deer Collision

SPOKANE, Wash., Oct. 8. (UP) Charles Clifford, 22, suffered serious injuries when his motor cycle collided with a deer on a road in northern Idaho.

Transit Costs

Passengers pay more than \$1.296,900,000 a year to ride the subways, streetcar, trackless trolley coaches and gas busses of America's urban transit systems.

Ask Liability Insurance on All Trucks in Arizona

PHOENIX, Ariz., Oct. 8. Need for an order requiring all private truck carriers to carry liability insurance has been called to the attention of the Arizona state corporation commission by the Arizona Motor Transport Assn., according to Auto News.

The association pointed out that "wildcat" truck operators at this time of year are moving hundreds of transient cotton pickers into the state from Texas, Oklahoma and other states without observing regulations which govern operations of licensed common carriers in the state.

It was noted that one such truck, with 34 cotton pickers aboard, recently figured in an accident near Holbrook when seven of the riders were hospitalized. It was claimed the accident resulted from faulty equipment.

Glen Sharp, secretary-manager of the association, said any such truck operator should be required to carry insurance and follow the same stringent equipment inspection required of certified carriers.

The commission promised it would take up the subject in the near future.

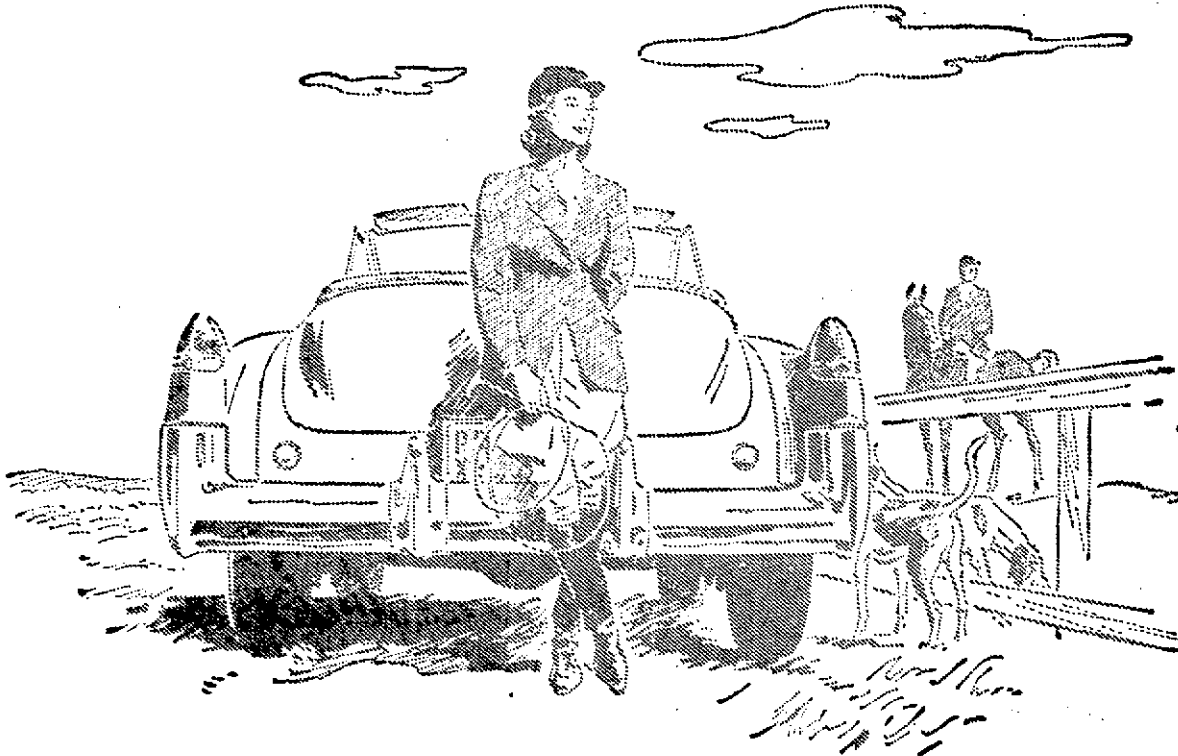
NEW CHEVROLETS AS LOW AS \$1588⁷⁵ AND UP

IMMEDIATE DELIVERY
LIBERAL ALLOWANCE FOR YOUR CAR
NO TRADE-IN NEEDED IF YOU DON'T HAVE CAR
MANY USED CARS TO CHOOSE FROM
ALL MODELS—ALL PRICES

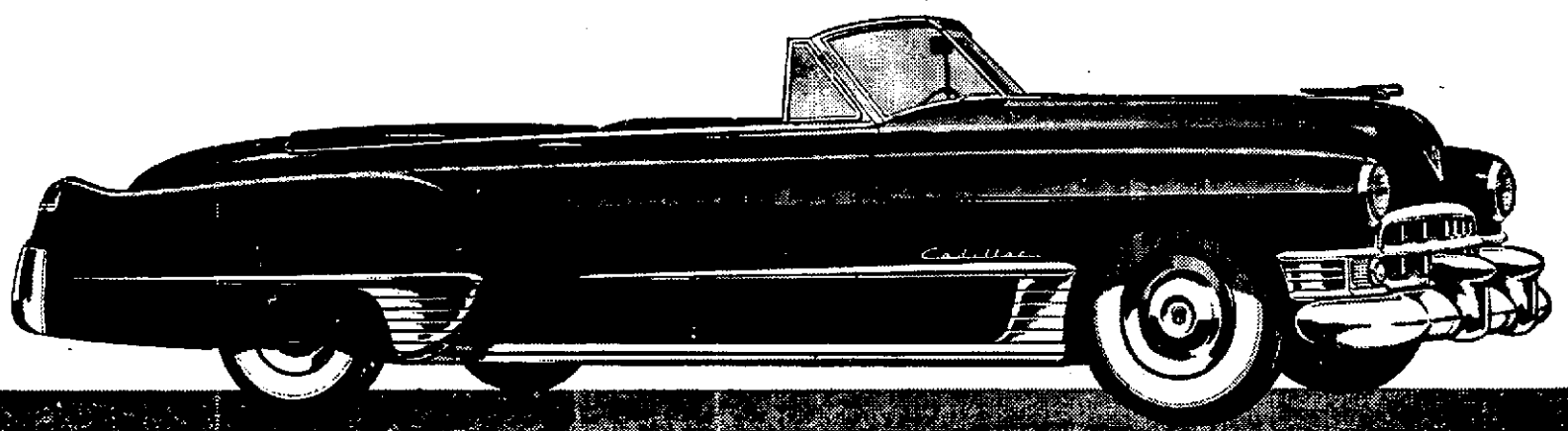
TODAY'S SPECIAL
'46 CHEVROLET 4-DOOR SEDAN

LIKE NEW \$1095 RADIO AND EXTRAS

Harbor Chevrolet Co.
Anaheim at Atlantic • Ph. 6-3293



Perfect Background for a Lady!



Sometimes, we think a lady never looks so lovely as when she's seated at the wheel of a Cadillac car.

First of all—she looks serene...

... for she knows she is driving the world's most distinguished motor car—a car so regal in its bearing and so sumptuous in its appointments that it is the accepted standard for the whole automotive world.

She looks confident, too...

... for she knows she is driving a mechanical masterpiece—a car that is as dependable and

safe as human ingenuity and craftsmanship can make it.

She looks rested and at ease...

... for there is no strain at all to her driving. The big motor moves the car as if by automatic propulsion—steering is virtually a response to her wish—the break pedal calls for little more than the weight of a foot.

And, finally, she looks—as we said—so lovely...

... for here is the perfect background for a lady. If she has chosen the model and the

color and upholstery with care—as the fullest complement to her personality—she is the spot-lighted high-light in a gorgeous picture!

This message, of course, is addressed to a man—to a man with a lovely lady whom he delights to see at her best—and whom he wants surrounded, wherever she drives, with every safeguard an automobile can provide.

Come in, Sir—and see us. You are looking, as you surely know, for a Cadillac!

ART HALL • BLUE RIBBON SPECIALS

- '49 BUICK ROADMASTER CONVERTIBLE. Drive shaft drive, radio, heater, white sidewall tires, seafoam green finish, green leather upholstery. Driven only 6000 miles. \$5400 Down
- '47 CADILLAC SPECIAL FLEETWOOD 4-DOOR SEDAN. Radio, heater, white sidewall tires, disapp hub caps, cypress finish. This beauty driven only 13,000 miles. \$3225 Down
- '47 CHEVROLET ARRO SEDAN. Radio, heater, two-tone blue finish. \$3350 Down
- '47 CHEVROLET CONVERTIBLE COUPE. Radio, heater, white sidewall tires, spot lights, ruby maroon finish, and mechanically perfect. \$3350 Down
- '49 FORD V-8 4-DOOR SEDAN. Seamlit green finish. \$3250 Down
- '49 FORD CONVERTIBLE COUPE. Overdrive, radio. This beautiful car 95% new. \$4400 Down
- '47 FORD SUPER DE LUXE SEDAN COUPE. Three of them to choose from, all perfect throughout. \$3275 Down

ART HALL
1633 AMERICAN PH. 70-3407
Lincoln-Mercury Dealer 24 Years in Long Beach
OPEN EVENINGS AND SUNDAY

Decade Triples Trucks Taxes

LOS ANGELES, Oct. 8. Taxes paid by truck owners have tripled since the mid-'30s, and today stand at \$1,000,000,000 annually, it was pointed out to Auto News by Les White, Los Angeles Dodge truck dealer.

"Truckers now pay as much in taxes each year as all forms of highway transportation paid in special taxes 16 years ago," said White. "Among levies which bite into the trucker's income are gasoline taxes, motor carrier taxes, registration fees, tolls, federal excises and local registration fees and fuel taxes."



RIDINGS MOTORS

"Your Cadillac Dealer"

1501 AMERICAN AVE.

PHONE 7-2241

Used Cars by Pound Appeal to Buyers

DECATUR, Ill., Oct. 8. (AP) Bob Portwood has figured out a new way to stimulate his used car business.

He now sells cars by the pound, with prices ranging from three cents to 75 cents a pound.

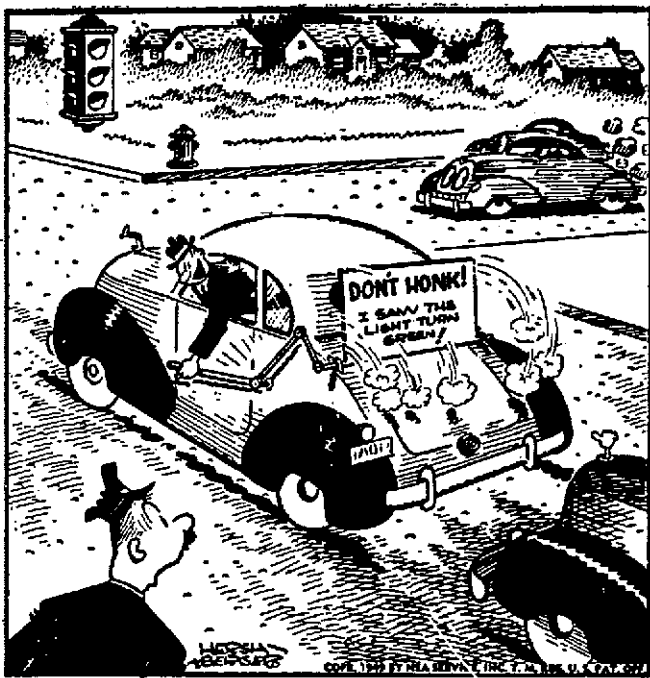
He said his sales have jumped 50 per cent since he started the new price system.

Always Another Way

MEMPHIS, Tenn., Oct. 8. (AP) Mrs. R. A. Whittington tells of seeing a new way to test a tire for air pressure. She watched two men put on a spare tire and pump it up. To find out if the pressure was right, one got in and drove slowly down the street. The other trotted alongside holding the pump, still connected with the tire. Every few feet the driver stopped and the man in the street pumped in more air.

FUNNY BUSINESS

By Hershberger



"A little gadget I worked out for the impatient motorists back of me!"

Nation's Auto Factories Soon May Cut Production

DETROIT, Oct. 8. (AP) The nation's auto factories still are producing in fairly high volume but they appear to be facing a leveling off.

In total production the industry has turned out more than 4,721,000 cars and trucks so far this year.

While most of the smaller companies are figuring in the production record much of the load has been carried by the industry's "big three." General Motors, Ford and Chrysler have built more than 3,276,000 of the 3,830,000 passenger cars included in the year's total to date.

In trucks the same three companies have turned out in excess of 668,000 of the 891,538 units assembled so far this year.

Interesting in the production is the fact that last Wednesday night the 1949 passenger car output topped the 3,909,270 total for all of last year.

If the predictions of some of the industry's optimists were to materialize this year's total production would go well above 6,000,000 cars and trucks. However, sales are easing off for many makes of vehicles. Production, too, while high this month, seems to be entering a period where volume will decline.

Many factories that scheduled considerable overtime during recent weeks are returning to normal five-day operation. Moreover, there are many new model change-overs due before the year's end. So the earlier estimate of a total of 5,800,000 units as this year's total still looks fairly reasonable.

NEW HUDSON RUMORED
Industry gossip has it that Hudson will put a new lower priced, smaller model into production early in October. Nash also has been credited with similar plans. In neither instance has there yet

Optimism Running High in Kaiser-Frazer Plant

By DAVID J. WILKIE
Associated Press Automotive Editor

DETROIT, Oct. 8. (AP) Production may have slowed down sharply at the big Kaiser-Frazer auto factory at near-by Willow Run, but optimism is as high as ever.

Assembly operations were resumed at the plant last Monday after a five-day shutdown for inventory adjustment. That, of course, includes cars in dealers' hands as well as materials and equipment in the factory. It was the second such shutdown in recent weeks and occasioned some speculation as to its significance.

But if there is speculation outside the plant there isn't within. Right now Kaiser-Frazer might be said to be refining all its activities. It has been screening its dealer organization. Its overall operations have been placed on a basis of economy and efficiency.

"Reductions in our overhead and manufacturing operations since the first of this year have been at the rate of more than \$9,000,000 a year," said one company executive today. "In addition there have been substantial savings in materials outlay. We are all through paying premium prices for steel."

PLAN FUTURE
"But while these economies have been achieved not a nickel has been cut from our investment in engineering and future model planning."

"This is a rough business; perhaps it's a bit rougher than we thought when we got into it. But we're not scared. We know where we're going and we'll get there."

That probably summarizes the view point of all top level executives of the Kaiser-Frazer organization.

K-F isn't going to build nearly as many cars this year as it did in 1948. So far this year it has assembled about 54,000 vehicles. At this time last year the 1948 total amounted to slightly more than 139,000.

But by Thanksgiving Day of this year its total car output since it entered the automotive industry probably will top the 400,000 unit mark. That's a

been any company confirmation of such plans.
Last week the factories built 149,331 cars and trucks, according to Automotive News' estimate. That compared with 150,796 in the preceding week.

Get Tickets

DURAND, Mich., Oct. 8. (AP) Dave Steel lost his garage and car because Durand residents love to watch fires.

Firemen were unable to reach the burning garage because the street was jammed with cars of residents gawking at the flames. All the motorists got tickets—after Steel's garage and car were destroyed.



AFTER 360,000 MILES—Fritz Huxel (left) conveys his 1912 Opel with a record of 360,000 miles to the manufacturer at Rueselsheim, Germany, for its museum. Looking on are Alfred Gaedertz, manager, and Huxel's daughter, Mrs. Liesel Sorg.

Meeting Explorer's Needs for Cars, Trucks Solved

DETROIT, Oct. 8. The Dodge division of Chrysler Corporation reports exceptional activity this

year in a field in which it has had much experience—equipping motorized expeditions to remote areas of the world.

During 1949 there have been three such expeditions. In addition, a Dodge sedan and power wagon were used in filming RKO Radio's new adventure movie in technicolor, "Savage Splendor."

Early this year Dodge engineers and test drivers took three sedans on an 11,000-mile winter test run from Detroit to Fairbanks, Alaska, and return by way of Seattle. World Traveler Armand Denis recently completed a 15,000-mile trip across South America with a Dodge sedan and rhinoceros. The rhino charged with such fury that the truck was overturned. But both the beast and the power wagon pulled away under their own power. The seven of the company's trucks with special equipment on a rhino.

When Denis was making his hurried preparations to film "Savage Splendor," he told Dodge officials that he wanted a vehicle equipped to race across the rock-studded plains of Kenya. He and his party planned to lasso big game from the truck. One of the scenes in "Savage Splendor" shows an encounter between the power wagon and a 2½-ton bull rhinoceros. The rhino charged with such fury that the truck was overturned. But both the beast and the power wagon pulled away under their own power. The seven of the company's trucks with special equipment on a rhino.

GET THE NEW CAR DEAL

With the Purse Appeal . . .

The new 1950 Studebaker

Delivered to You in Long Beach

by

ED JAMES

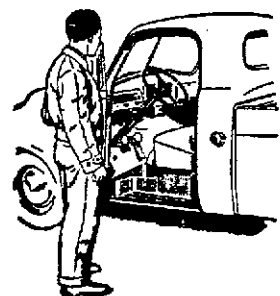
For as Little as \$538 Down

CORNER OF 14TH AND AMERICAN AVE.

PHONE 6-4219

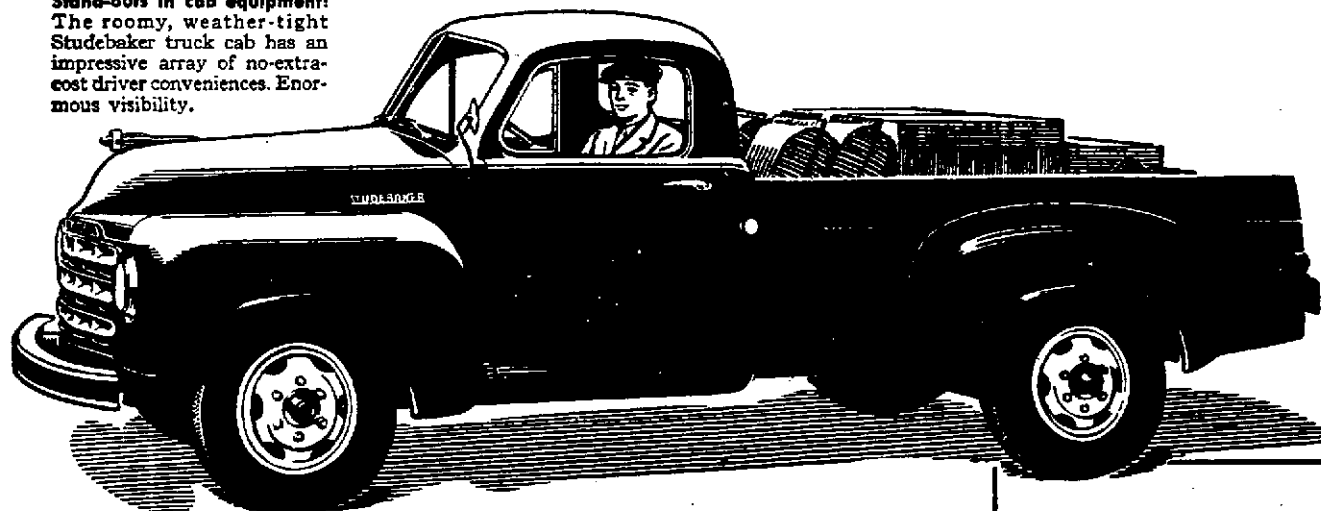
DEAL TODAY AND GET A LAVISH ALLOWANCE FOR YOUR OLD CAR

Plenty of low-cost power! Ruggedness that amazes!



Stand-outs in cab equipment! The roomy, weather-tight Studebaker truck cab has an impressive array of no-extra-cost driver conveniences. Enormous visibility.

STUDEBAKER TRUCKS PAY OFF IN SAVINGS



● Check with recent purchasers of new Studebaker trucks. They can show you proof that Studebaker truck power is amazingly economical.

● What's more, the new Studebaker trucks are way out ahead in savings on repairs. Wear-resisting craftsmanship keeps these rugged, reliable trucks from taking enforced

vacations in the service shop.

● America's truck buyers like that kind of economy—and that's why they're swinging over to Studebaker trucks in a big way.

● Stop in and find out what Studebaker trucks could do for you—in dependable performance and substantial savings.

Streamlined Studebaker trucks in 1-ton, ¾-ton (shown above) and ½-ton capacities are available with pick-up and stake bodies or as chassis for special bodies. Husky 1½-ton and 2-ton Studebaker trucks, too, in four wheelbases for 9 ft., 12 ft., 14 or 15 ft. and 17 or 18 ft. bodies.

M. VERNE HOLMES

3449 Atlantic Avenue, Long Beach 7 Phone 4-8603

ED JAMES, INC.

1901 E. Anaheim Street, Long Beach Phone 6-1961

More people are buying Studebaker trucks this year than in any previous year!

Come Look at All Three with Dynaflo Drive

YOUR KEY TO GREATER VALUE

ONLY one make of car in all the land can give you the sweet 'n' easy luxury of Dynaflo Drive!—and that's Buick.

But look how much territory that takes in—how many different-sized budgets can now afford the only drive with neither a clutch pedal nor gears that shift.

You can have Dynaflo as optional equipment on the tidy, sparkling new Buick SPECIAL, with its traffic-handly size, stepped-up roominess, and bold new front-end treatment.

You can have it, again as optional equipment, on the neat and nimble SUPER, with its sleek lines, 110 or 120 horsepower Fireball power plant, and triple Ventiports.

And of course Dynaflo is standard equipment on that best buy among fine cars, the magnificent ROADMASTER. There it combines, with matchless ride, the stirring lift of 150 Fireball horsepower and truly regal size and bearing.

So look at the SPECIAL, the SUPER and ROADMASTER, three Buicks that match almost any price range you have in mind—and remember that all of them offer the added enjoyment of Dynaflo Drive.

†Standard on ROADMASTER, optional at extra cost on SUPER and SPECIAL models.

On every one it is the same silky, sweet-handling delight. On every one it cuts driving effort to the minimum, takes tension out of traffic, brings you to the end of day-long drives with surprising freshness and relaxation.

Sooner or later we predict that you'll join the army of car owners who wouldn't think of passing up what Dynaflo has to offer.

Why be among the late-comers? Your Buick dealer will be tickled to show you how quickly and how easily you can have Dynaflo to enjoy—right now!

BUICK alone has all these features

Silk-smooth DYNAFLO DRIVE • FULL-VIEW VISION from enlarged glass area • SWING-EASY DOORS and easy access • "LIVING SPACE" INTERIORS with Deep-Cradle cushions • Buoyant-riding QUADREFLEX COIL SPRINGING • Lively FIREBALL STRAIGHT-THROAT POWER with SELF-SETTING VALVE LIFTERS (Dynaflo Models) plus HI-POWER ENGINE MOUNTINGS • Low-pressure tires on SAFETY-RIDE RIMS • Double-Duty VENTIPORTS • DUREX BEARINGS, main and connecting rods • BODY BY FISHER

*Standard on ROADMASTER, optional at extra cost on SUPER and SPECIAL models.

SEE and HEAR
OLEN and JOHNSON'S
FIREBALL FUN-FOR-ALL
every Thursday on Television

"Buick's the Buy"

When better automobiles are built BUICK will build them

LONG BEACH BUICK CO.

205 EAST ANAHEIM

LONG BEACH, CALIF.

PHONE 7-2751

Vehicle Noises Classified Into Seven Kinds

PONTIAC, Oct. 8. Solace for harassed mechanics may be found in a recent study made by service engineers of G. M. C. Truck and Coach Division, Auto News reports.

Vehicle owners by the thousands drive into garages daily and request the mechanic to "get rid of the squeal"—or some other kind of noise—located in some obscure part of the vehicle. The description of the noise might range from "clack" or "jangle" to "fry" or "grate."

"Our service engineers have reduced the noises made by a vehicle in distress to seven basic sounds," M. D. Douglas, general manager said. "The study was made primarily to help the fleet operators of our trucks and coaches with their service problems. We found that drivers, when properly schooled, could accurately report the noises so the service crew could repair the vehicle simply by following the driver's report."

Standardization of vocabulary holds promise of a brighter future for mechanics everywhere, according to the study. Customers complaining of car noises might in the future be handed a sheet of paper on which the seven basic sounds are defined. They could then choose the one most nearly resembling the noise and the mechanics could set about to correct the trouble.

A squeak, for example, might be called a chirp, squeal, scratch or canary, the study indicates. However, no matter what it is called, it is a noise resulting from two dry metal parts rubbing together. Standardizing on the word "squeak" is a first step toward understanding between the customer and the mechanic.

Other basic noises, besides the squeak, are the rattle, thump, grind, knock, scrape and hiss.

Council Pictures Mr. Average Accident

CHICAGO, Oct. 8. (UP) The typical pedestrian automobile accident victim is a "he" and he's 58 years old.

The National Safety Council has drawn a picture of the person most often on the receiving end of an automobile bumper, based on its survey of accident victim's characteristics.

The portrait shows a man born in the United States or an English-speaking country who has lived in his home city for 23 years.

He has had an eighth-grade education and is what the council calls "hard to reach educationally."

He does not drive a car, has slow reactions and set habits. He is killed most often at night when he steps into the street absent-mindedly.

A survey of Wisconsin pedestrian victims showed that eight out of 10 of those killed never had been licensed to drive a car, indicating, the council feels, that they could not appreciate fully motorists' limitations.

Fowls Ride to Town on Mobile Roost

MEMPHIS, Tenn., Oct. 8. (UP) An excited motorist motioned for farmer Frank Fleeman to pull his truck over to the curb.

Then he got out and looked under the bed of the truck to be sure that he still saw two old hens and a rooster perched just ahead of the spare tire.

"Thank goodness, they're still alive," sighed the thoughtful motorist.

But Farmer Fleeman wasn't the least bit disturbed.

"Shucks, the hens and rooster go to town with me all the time at night because that's where they roost."

Many New Motor Laws in Effect Over State

More than 175 changes in the California Vehicle Code became effective on Oct. 1, the Automobile Club of Southern California reminded motorists in releasing a partial roundup of the new state laws.

One important change prohibits the issuance of operator's licenses to persons 14 to 16 years of age, except to those who are bona fide residents of ranches or farms living in rural areas, in cities of less than 15,000 population, or in areas where transportation facilities are deemed inadequate.

Another requires all vehicles which are approaching school buses from either direction to make a complete stop when children are being received or discharged and then to proceed by the buses at a rate of speed not exceeding 10 miles an hour, the club said.

Henceforth, the minimum speed for vehicles overtaking another vehicle upon a grade is 12 miles an hour, it was pointed out. This is designed to prevent slow trucks and trailers from tying up traffic on mountain grades.

Moreover, local authorities may by ordinance or resolution prohibit vehicles from standing unattended upon a grade (exceeding three per cent) within a business or residential district with-out blocking the wheels against

the curb and taking other safety measures, the club stated.

Under the new laws, it is illegal for motorists or pedestrians to willfully or negligently throw lighted substances from or upon roads or highways outside of business or residential districts; to drive over, upon or across any barriers dividing two roadways, excepting through openings designed for same; to ski or toboggan on or across a highway when movement of vehicles thereon is interfered with.

It is also emphasized that any person who willfully or negligently damages any street or highway shall henceforth be held liable for such responsibilities as removal of debris resulting from accidents, providing detours and warning traffic.

In pointing out that many of the new laws have been designed to provide more stringent enforcement measures, the club said penalties for such violations as engaging in speed contests on highways and failure to perform required duties after striking unattended vehicles have been greatly increased.

Pass Exams

A total of 25,084 mechanics in Chevrolet dealerships have received diplomas for passing technical examinations.

Car Production in U. S. Passes 5-million Mark

DETROIT, Oct. 8. (UP) Motor vehicle output in the United States this week will total 139,609 units, Automotive News said today.

Counted in the estimate were 119,763 cars and 19,846 trucks. This compares with 125,160 cars and 19,442 trucks assembled last week. The decline was ascribed mainly to curtailment at Hudson and Packard and discontinuance of overtime in most General Motors plants.

This week's output brings the 1949 total to date over the 5,000,000 unit mark. Automotive News said United States plants still have enough steel in inventories to build almost another 600,000 vehicles.

Keep Cars in Gear in Mountain Areas

When driving in mountain areas, motorists should keep their cars in gear at all times, warns the Emergency Service Department of the Automobile Club of Southern California. This is not only a safety factor, but will save on brake wear as well.

Turkey Purchases Willys Vehicles

TOLEDO, Oct. 8. Willys-Overland is building nearly \$1.5 million worth of Jeeps, four-wheel-drive trucks, station wagons and spare parts for Turkey, according to Marcel F. Demuller, president of Willys-Overland Export Corporation.

The orders amount to \$1,355,757 and have been awarded to Willys through provisions of the United States aid to Greece and Turkey program, he explained. They cover 524 four-wheel-drive trucks, 279 Jeeps, 74 all-steel Willys station wagons, and spare parts, he said.

Demuller also stated that Willys-Overland recently received an order for 50 Willys station wagons to be used in rehabilitation of Greece. The order amounted to \$74,936, he said.

Mayor Caught by His Own Law

JOHNSON CITY, Tenn., Oct. 8. (UP) Mayor Howard Patrick grinn'd sheepishly when he paid a \$3 fine in city court for violating a new regulation restricting parking to five minutes in certain downtown zones. Patrick had sponsored the regulation.

You are requested by law to report a transfer, a release of legal ownership or a motor change within 10 days, and the Department must collect a penalty after 40 days.

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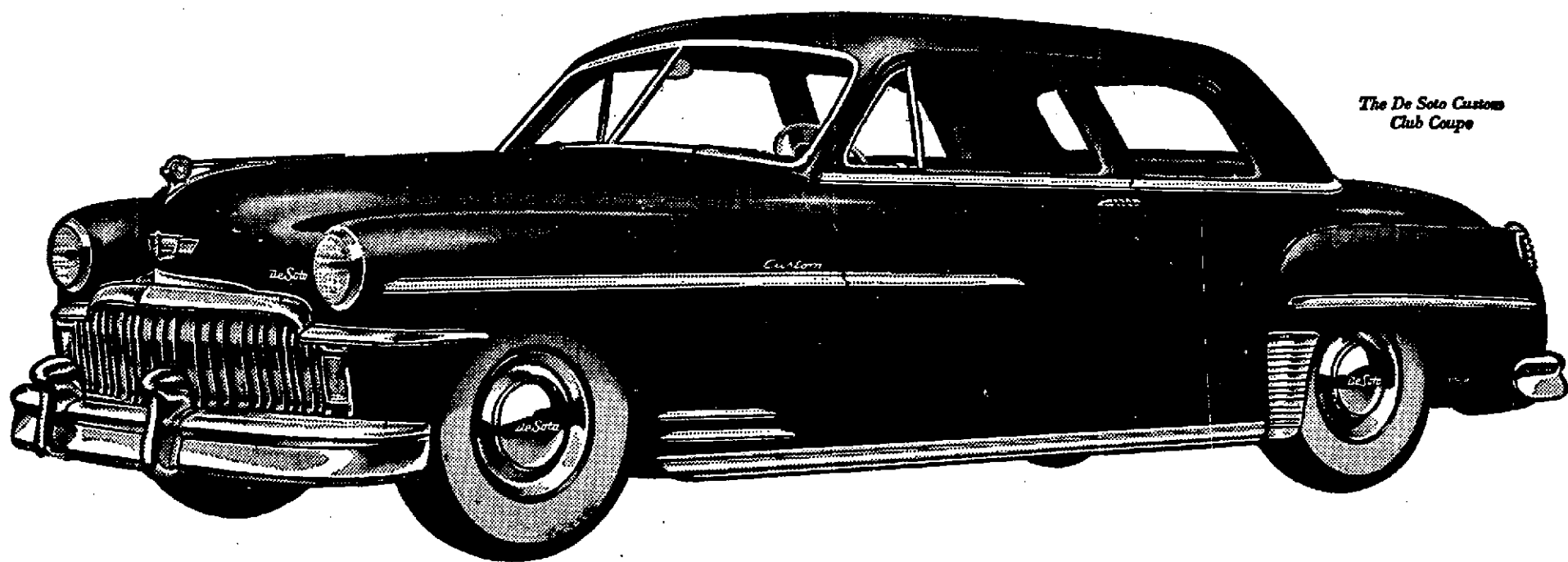
COME IN TODAY AND SEE THE EXCITING VALUES THAT MADE THIS AMERICA'S LARGEST SELLING STATION WAGON

Jeep STATION WAGON

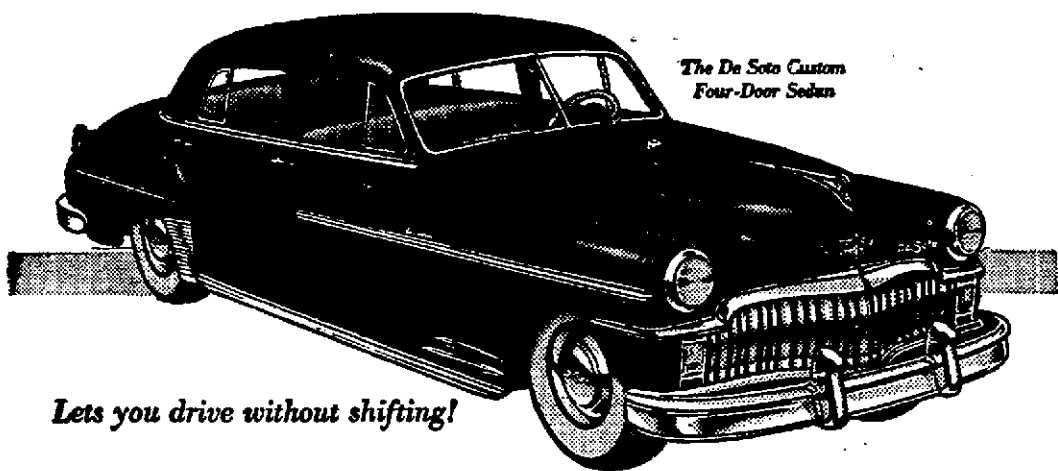
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It's 2 cars in 1—a smooth-riding, easy-handling passenger car and, with seats removed, a utility vehicle for hauling! With its 'Jeep' Engine and standard-equipment overdrive, it's a money-saver, too—gave 4½ to 7 MORE MILES per gallon than four competitive sedans in recent road tests at 40 m.p.m.

Come in and see for yourself how much you get in this famous car!



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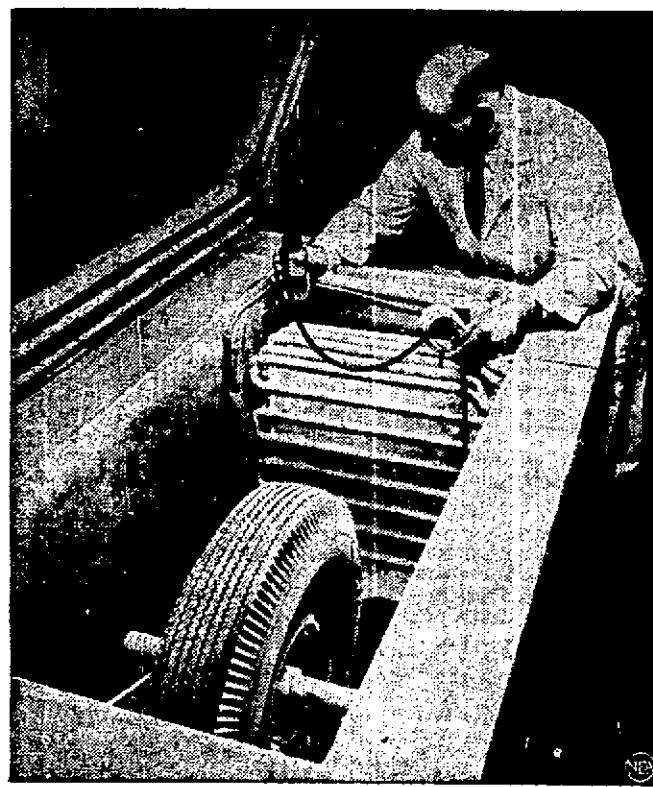
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No matter what car you may have thought of buying...see this wonderful De Soto before you decide. We will show you why it offers you more comfort, convenience and value for your money than any other car on the market...regardless of price. Strong words. But we're ready to prove them!

Come in and see "The Car Designed with You in Mind." Come in and see a car that is truly modern without being freakish...that gives you more head room and leg room and arm room...not less. Come in and see how its big windows and windshield plus chair-high seats increase visibility. See how seat springs can be tailored to your individual weight.

Come in and discover the miracle of De Soto's Tip-Toe Hydraulic Shift and glycol Fluid Drive. Let us show you the dozens of extra-value features that no other car can match. Make every possible comparison. Then decide!



TIRE STILL BOUNCES AT 75 BELOW—The tire resting in the deep freeze above is made from a new synthetic rubber compound that bounces instead of shattering at 75 degrees below zero. Physicist G. L. Hall at the Firestone laboratory in Akron, Ohio, checks data on the Arctic rubber tire which may enable engineers to solve many problems of machinery operation in sub-zero climates. The best rubber tires freeze hard as rock at 60 below, develop permanent flat spots when parked, and lose their treads through chipping. The new tire is expected to remain serviceable at 75 degrees below zero.

G. M. Reports on Production

DETROIT, Oct. 8. (AP) General Motors production of cars and trucks in the United States and Canada last month numbered 269,254 units. The total included 230,455 cars and 38,799 trucks. It compares with August output of 291,383 cars and trucks.

Great Force

The force of an automobile hitting a stationary object at 60 miles an hour is as great as that of a car falling from a 10-story building.

City Prosecutor Points to Motor Code Changes

Some of the amendments to the motor car code which became effective Oct. 1 still are not understood by the public, police here report. City Prosecutor Kenneth E. Sutherland points out that the following are some of the changes:

Sec. 142—Exempts registration of self-propelled wheel chair or invalid tricycles "while being operated by a person who by reason of physical disabilities is otherwise unable to move about as a pedestrian."

Sec. 254.6—Permits school principals or staff members of secondary schools to issue student

'No Shift' Still Luxury for Lower-priced Cars

DETROIT, Oct. 8. Next year should see the debut of automatic transmissions for lower-priced cars. The no-shift device heretofore has been reserved for more expensive models because of production costs, says Auto News. But the industry has been hard at it to perfect a version of the Hydra-Matic introduced by Oldsmobile that will fit the little man's pocketbook.

Engineers for the "big three" makers—General Motors, Ford and Chrysler—reportedly have worked the cost down to around \$140. That is well below what car buyers now pay for the luxury of no-shift, but still above what the industry considers a "popular price."

Chief difficulty has been reducing the number of parts. An automatic transmission has hundreds of highly precision parts, including valves, lines, bands and what not to do your shifting for you.

Every piece means a man to handle it and a machine to make it on. Tooling and labor costs have added up so far to a cost that prohibits use of a shifting device on the low-priced car.

Another item has been patents. The automatic transmission field is securely wrapped up in tight legal protection. Buying the rights to use the patents is an expensive proposition, and figured in the cost of a company developing its own device is a considerable fund to fight patent infringement suits.

One thing is almost certain. When low-priced cars hit the market with a no-shift device it

is going to cost the buyer extra. The unofficial price goal is \$100. That's what industry experts seem to consider the market will bear. Observers reason that the cost must be comparatively nominal or the lower income groups will save their money and keep on using elbow grease.

The cost problem will keep the no-shift device off fall models in the lower price bracket. But by next year engineers hope to have the parts problem solved.

There are unconfirmed reports that Chevrolet is in production of a cheap automatic shift at its Cleveland plant. Company spokesmen would neither confirm nor deny the report.

But one said that, "If we don't have an automatic transmission within a year or so we will be the only company in the industry without one."

Ford is testing at least three types of automatic shifts. Engineering Vice President Harry Youngren is encouraged.

But the dream of no extra cost for shifting still is a dream. As Youngren put it, "When you get a device to do your thinking it is bound to cost you money."

Gasoline Tax Receipts Gain in California

SACRAMENTO, Oct. 8. Gasoline tax assessments in California continue to rise despite the leveling off of business activity in other quarters, according to George R. Reilly, chairman of the State Board of Equalization.

Taxes assessed on wholesale distributors of motor fuel in July were 1.2 per cent higher than those based on July, 1948, distributions. They were 4 per cent higher than in June, 1948, as compared with a normal seasonal decrease of 2 per cent as recreational usage levels off after its early summer rise.

For the first seven months of the year, assessments were running 4 per cent ahead of the preceding year's record.

The 286,132,544 gallons of gasoline distributed in July yielded taxes of \$12,875,965, Reilly stated. Refunds made during the month by Controller Thomas H. Kuchel to users of gasoline for nonhighway purposes reduced the July net yield to \$11,848,407.

July net receipts were the highest for any month in the history of this tax. The net yield of \$72,602,247 for the first seven months of the year was almost 2 per cent above the corresponding 1948 figure.

July Diesel fuel tax accruals of \$337,325 were also well above those of the same month last year, but slightly below the preceding month's assessments, Reilly declared.

The 7,963,181 gallons assessed during August, most of which were used in July, exceeded the figure for the same period last year by over 5 per cent, but was nearly 3 per cent below the record amount taxed during July.

However, unusually large assessments of fuel used in prior months contributed heavily to the tax total as well as to the penalty and interest charges of \$8245.

There were 11,412 Diesel-powered vehicles in operation on the state's streets and highways at the end of July. Reilly noted that the average monthly consumption of Diesel fuel during the first seven months of 1949 amounted to 575 gallons per vehicle, according to self-assessed tax returns.

U. S. Proposes Five Rules for Car Sale Financing

WASHINGTON, Oct. 8. The Federal Trade Commission has reported five rules designed to prevent deceptive practices in the sale and financing of automobiles purchased on the installment plan.

The rule proposals were discussed with industry representatives in a conference. Automobile manufacturers and dealers, financing organizations and others were invited.

The proposed rules, which were discussed, were:

1. Require furnishing the buyer with an itemized list of charges, including separate listing of fees and finance charges.
2. Require delivery to the buyer of a copy of the installment sales contract.
3. Prohibit having purchasers sign contracts or receipts in blank, to be filled in subsequently by the seller.
4. Ban false, misleading or deceptive statements concerning insurance and finance charges or other provisions of installment sales.
5. Prohibit use of multiple rate charts containing different rates for the same amount to be financed.

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Big Gain in Auto Drivers

SACRAMENTO, Oct. 8. A total of 5,039,767 1949 drivers and chauffeur's licenses were issued in California as of July 31.

This figure, reported by the State Motor Vehicle Department, represents an increase of 205,579 over the total last year at the same time.

Town Finally to Have Lights

BUTLER, Pa., Oct. 8. Things are going a lot brighter in Butler, the street and traffic safety lighting bureau reports. The township board of commissioners decided 15 years ago that street lighting was an expensive and ordered the thoroughfares of this western Pennsylvania community plunged into darkness. Now the commissioners have reversed their stand and gave the community the go ahead to install 285 street lights.

Officials Plan Big Parley on Accident Rise

SACRAMENTO, Oct. 1. California's answers to the accident problem will be aired in Los Angeles, Oct. 13 and 14, at the Governor's Safety Conference. It was announced by Clifford E. Peterson, commissioner of the Highway Patrol and chairman of the State Co-ordinating Committee on Safety.

The conference is expected to draw at least 1000 persons and will be devoted to the development of action programs in the fields of traffic, home, industrial, aviation and farm safety.

Gov. Warren will keynote the sessions at an opening luncheon in the Biltmore Bowl, Oct. 13. Warren will serve as honorary chairman, assisted by a conference committee composed of Peterson; Jim Bishop, president, Safety Associations of California; Roy Bronson, president, California Safety Council; N. R. Copeland, president, Los Angeles Chapter, American Society of Safety Engineers; Harold Hemphill, president, Aircraft Safety Council; Joseph Kaplan, manager, Greater Los Angeles Chapter, National Safety Council; Robert W. McCaughey, president, Southern California Industrial Safety Society; Paul Scharrerburg, State Director of Industrial Relations.

Other co-operating agencies include: Truck Owners' Association of California; Motor Truck Association of Southern California; Automobile Club of Southern California; National Automobile Club and the California State Automobile Association.

W. A. Higgins, safety education co-ordinator attached to the patrol, is executive director. Headquarters have been established at 610 South Main St., Los Angeles.

Sales of Ford Trucks Highest in Over Year

DETROIT, Oct. 8. Sales of Ford trucks in August were the greatest for any month since July, 1948. J. D. Ball, manager of the truck and fleet sales department, Ford division, Ford Motor Co., announced to Auto News.

"Ford truck sales peaks in both July and August this year were chalked up in the face of reports of a declining truck market which have persisted during the spring and summer months," Ball said.

Ball also said that the present upward trend is due to several factors.

"In the expanded line of Ford trucks, including more than 150 models, there is a size and type for practically every hauling job," he asserted. "In accordance with traditional Ford policy, the trucks are constantly being improved."

Numerous engineering advancements made during recent months have made them more adaptable to a wider range of operations. Improved manufacturing facilities and greater availability of steel permit increased production.

Ball added that new parcel delivery, forward-control chassis models recently introduced have broadened still further the market for Ford trucks.

"The fact that our truck sales in this year's buyer's market have surpassed marks made in last year's easy seller's market affords," he said, "tangible evidence that a good potential exists for dealers and salesmen who are doing an aggressive sales job."

About One-third of College Men Now Have Cars

NEW YORK, Oct. 8. Nearly 32 per cent of America's male college students have automobiles with them on campus, with 1948, 1947 and pre-1940 models predominating. These facts are revealed in a new study of the college market conducted for Esquire magazine by Crossley, Inc.

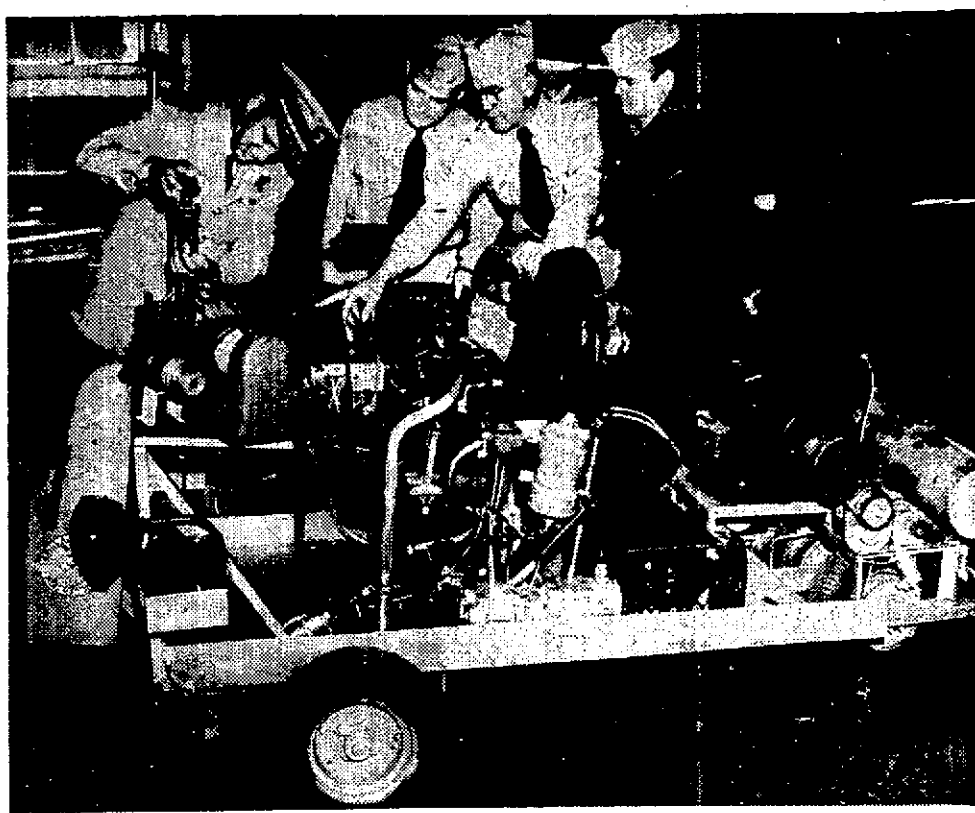
Two thousand and seventy-two personal interviews were conducted among male students on 38 college campuses in the continental United States during the periods November 22-29, 1948, and March 21-29, 1949.

The survey sample was based upon a geographical cross-section of the country. Small colleges and large universities, co-ed colleges and all-male institutions, state universities and private schools were represented. All respondents were interviewed in person in dormitories, fraternity houses, libraries and on college campuses.

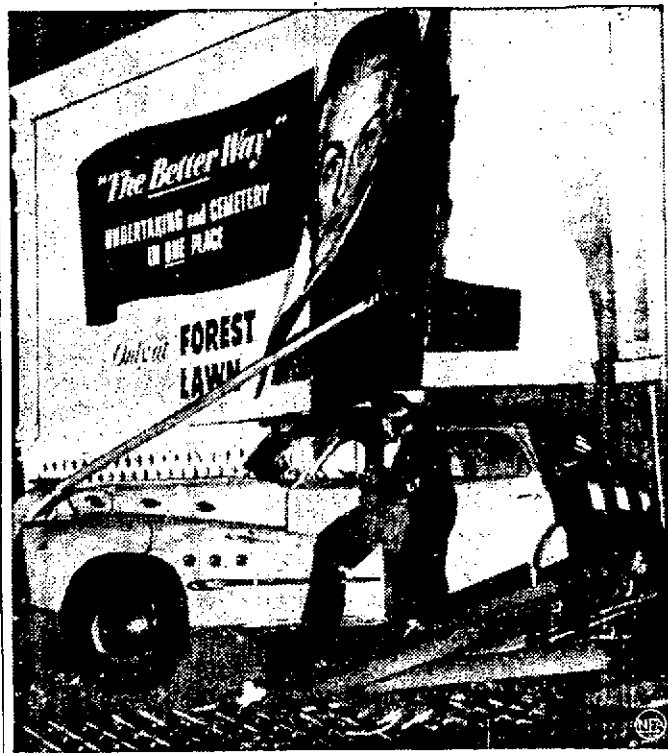
The largest percentage of the cars were pre-1940 models. However, 10.3 per cent of them were 1948, 13.2 per cent were 1947 and 11.8 per cent were 1941. The pre-1940 figure was 35.5 per cent. New 1949 models accounted for 5.9 per cent.

Ford Plant Heavy Coal Consumer

DEARBORN, Oct. 8. More than two and one-half million tons of coal, one and one-half million tons of iron ore, 600,000 tons of sand and 450,000 tons of limestone are shipped annually into the Ford Motor Co. Rouge plant.



NEWEST 'VETMOBILE'—Final check is given to the latest model "vetmobile," designed and built by Reserve Navy Chief Eddie T. Adkins at the Naval Air Station, Alameda, Calif., before it is sent to Robert Driscoll, 23, a disabled Navy veteran hospitalized at the Veterans Administration Hospital in Farmington, Mass. The strange-looking machine, which was displayed by the Navy at the Sacramento State Fair, features two motors, a built-in hydraulic jack for each wheel, and several machine tools. Left to right: Capt. H. R. Horney, Comdr. W. W. Westfall, Adkins, and Seaman T. M. Smith.—(Associated Press Photo.)



'THE BETTER WAY'—So far as Willie Patrick is concerned, "the better way" is to stay awake at the wheel. Patrick, a Navy chief petty officer, dozed off while driving through Los Angeles and awakened to find himself in the middle of a cemetery ad on a splintered billboard. Aside from a few cuts, Patrick suffered mostly from a strong case of jitters.

Auto Industry's Research Cameras Can Take 10,000 Photographs Per Second

DETROIT, Oct. 8. Magicians rely on the fact that "the hand is quicker than the eye" in performing many mystifying tricks. But the inability of the human eye to follow rapid motions is a serious matter in automotive research work.

To meet this problem, automotive firms use special high-speed motion picture cameras. They're constantly finding new ways to improve and expand the usefulness of these cameras in research projects says Auto News.

Where ordinary motion picture cameras take 16 pictures per second, portable high-speed cameras used by car firms can take up to 10,000 pictures in a single second. Usually, though, a speed of 3000 pictures a second is fast enough for most research.

By projecting these pictures at the normal speed of 16 per second, researchers can show in slow motion an operation that actually took place in just a few thousandths of a second.

By putting special windows in engine combustion chambers, they photograph gasoline explosions. High-compression engines were born in this way.

The camera shows how a car's springs are depressed under sudden road shock, and thus reveals places where engineers must guard against destructive strains.

Special devices let the camera study electrical equipment in operation, photograph the flow of air over the surfaces of a speeding car, show the operation of engine valves and vibrator points. From such research comes more durability and comfort in cars.

The cameras also help improve factory machinery. They show how cutting tools do their job, and check the performance of other mechanisms that move at high speeds in production work.

For example, one car firm had trouble with its "cold heading" machines—those automatic wonders that gobble up metal rods and spit out a steady stream of completed rivets, at a rate of three per second.

High-speed camera pictures of the operations showed several places where stock wasn't feeding properly into the machines, and showed that scrap metal wasn't falling away as it should.

Engineers familiar with the cold-headers had no trouble making adjustments once they saw the operation in slow motion.

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LOWEST PRICES. WE CATER TO INSURANCE TRADE.

Marine Glass Co.
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Packard Motor Company Has Outstanding Record of Great Achievements

DETROIT, Oct. 8. (AP) On Nov. 6, 1899, a motorized buggy with single-cylinder engine and belt drive was pushed out of a shed in Warren, Ohio.

It was a crude affair. It had a single seat and was steered with a tiller. By sliding the belt the driver had a choice of three forward and one reverse speeds.

On Jan. 3, 1900, the vehicle was sold for \$1250 and there was begun what now is the Packard Motor Car Co.

In the half-century since James Ward Packard and his brother, William D. Packard, built their first car, the company has turned out 1,250,000 motor vehicles. It has earned approximately \$197,000,000 in profits and paid \$128,750,000 in dividends.

It has the happy distinction also of having no bank loans or other funded indebtedness as it completes its first 50 years of motor-car production.

All this grew out of an original cash investment of \$325,000 by the two Packard brothers and 10 Detroiters.

ONLY ONE REMAINING
Packard has been described as America's oldest continuous maker of automobiles under a single management. Of some 40 American makes of cars shown at the 1900 automobile show in Madison Square Garden, Packard is the only one remaining today as an independent car-making firm.

In the years since that first automobile show Packard has built four-cylinder cars; it has built six and eight-cylinder vehicles, and for a time it turned out a widely acclaimed 12-cylinder "twin six."

For airplanes it built a 24-cylinder engine; it also built a 1000-horsepower aircraft engine, and it was the first company to build and fly a Diesel aircraft engine.

One of Packard's proudest achievements undoubtedly was its war work. In World War I it built the noted Liberty airplane engine. In the second world war it put the famous Rolls-Royce aircraft engines into mass production. Before the war's end it had turned out 55,523 of these units that powered the Spitfires, Lancasters, Mustangs and other planes.

HISTORY OF 'FIRSTS'
In addition, it built 13,000 marine engines for the Navy's PT or patrol torpedo boats. It was one of these boats that rescued

Good Deed?

MEMPHIS, Tenn., Oct. 8. (AP) A helpful motorist jumped from his auto and into a driverless vehicle which was rolling toward the bottom of a hill. He slammed on the brakes of the car and steered it into a vacant parking lot. Just as he emerged from the car the owner ran up and accused him of theft.

Cashier's Offices

on Wheels Now
NEW YORK CITY, Oct. 1. Mobile cashier's offices on Chevrolet truck chassis have been introduced by Consolidated Edison Company of New York City. The "offices" follow a fixed itinerary in outlying neighborhoods to make bill-paying convenient.

BRAKE RE-LINE
ALL CHEVROLET CARS
LABOR AND MATERIAL \$9.95
Drum turning or wheel cylinder service extra, if needed
NOTHING DOWN—E-Z TERMS on all repairs
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(90-day or 4000-mi.)
No charge for courtesy car.
Other Cars Proportionately Low Priced
BRAKES RELINED \$9.95
INCLUDES LABOR & MATERIAL
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ANY CAR—CHOICE OF COLORS
COMPLETE BODY WORK—AT COST
STAR MOTOR REBUILDERS
925 E. ANAHEIM PH. 7-3311
Open 8 to 8 Daily—Sundays 10 to 2 P. M.

Hudson Sales Show Big Gain Over Last Year

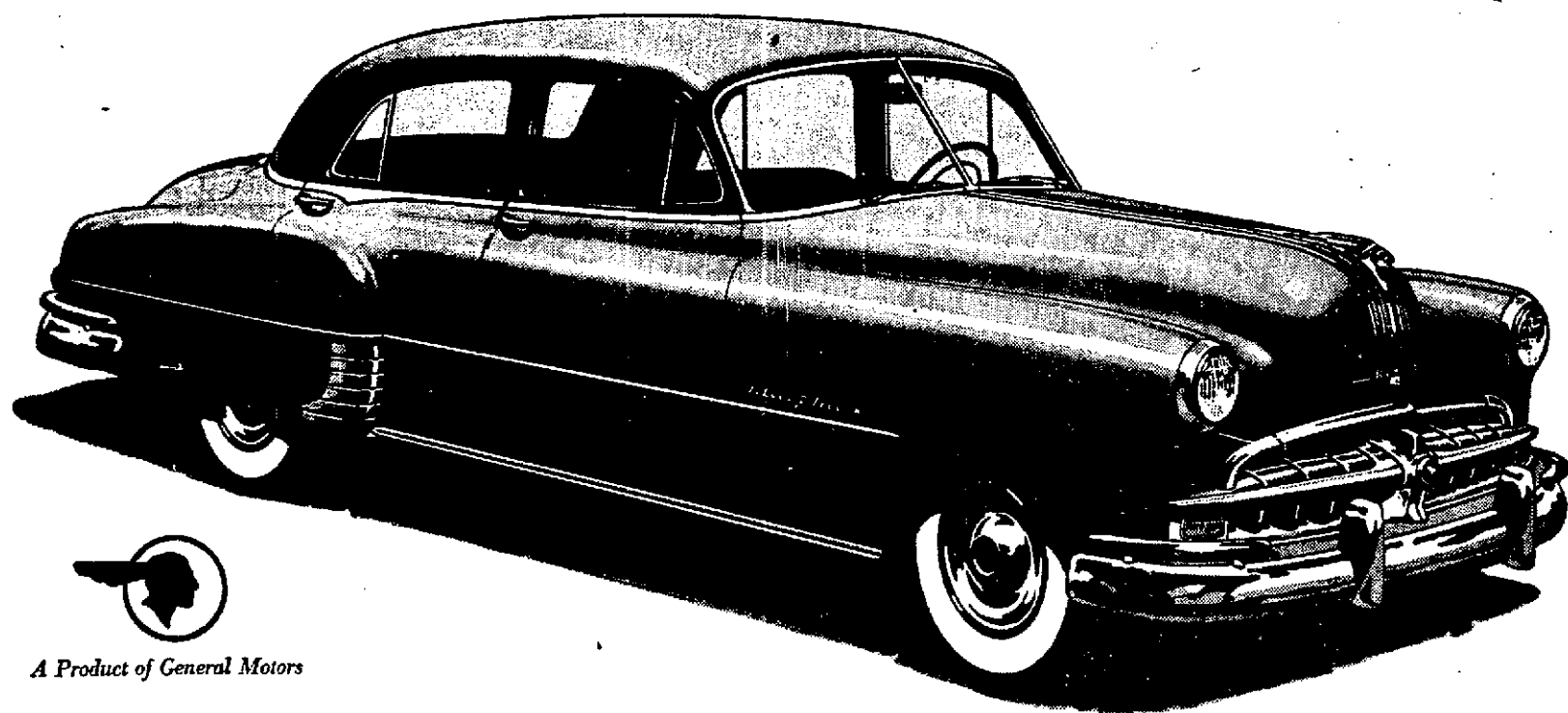
DETROIT, Oct. 8. (AP) Hudson Motor Car Co. reported its retail sales for the first nine months of this year exceeded the total for all of 1948.

Deliveries to retail customers from January through September, it said, totaled 115,558 cars. This is an increase of 35 per cent over the corresponding period of 1948.

So far this year Hudson has produced slightly more than 117,500 cars.

You ought to be driving a '49

PONTIAC



Here's Where the Best Begins!

You are face to face with something very special among automobiles when you become acquainted with a 1949 Pontiac—for here is where the best begins.

You can sense this, of course, simply by looking at Pontiac. Its Silver Streak styling has a sparkling personality all its own—Pontiac is far the most beautiful thing on wheels.

Your first impression is strengthened as soon as you step into the car. For everything about Pontiac is in the fine car spirit—its smoothly tailored upholstery, its smartly styled hardware, its wonderfully generous size. Every interior detail is brand new—and in the finest Fisher Body tradition.

Then get behind the trim steering wheel and you'll know beyond all doubt that here is automotive quality at its best! You will know why Pontiac's engines—straight eight or six—are called "the sweetest engines on the road." You'll know, too, the wonderful ease and convenience of GM Hydra-Matic*, for Pontiac is still the lowest-priced car offering this miracle of automatic driving.

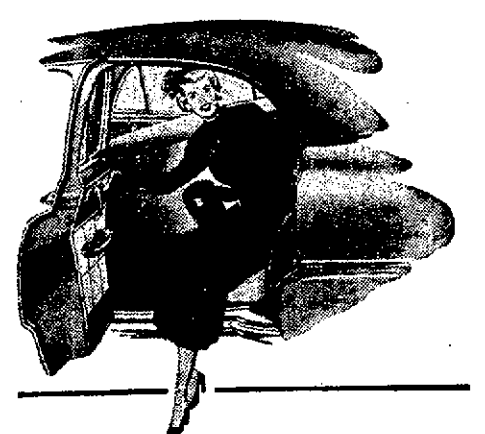
All these impressions of Pontiac become firm convictions as the miles roll by. For, like all Pontiacs, here is a car built to deliver economical, reliable performance for 100,000 miles—or more.

Why not drop in for a visit soon and see for yourself exactly where the best begins?

The Most Beautiful Thing on Wheels—Plus All These Added Advantages!

1. America's Lowest-Priced Straight Eight
2. Completely New Bodies by Fisher
3. Wider Seats—Added Room
4. Wide, Easy-Access Doors
5. New Wide-Horizon Curved Windshield
6. New Dial-Cluster Dash
7. New Finger-tip Starter Button on Instrument Panel
8. New Low-Pressure Tires, 15" Wheels and Wider Rims
9. Exclusive New "Travelux" Ride
10. Pontiac Famous Improved Straight Eight and Six Cylinder Engines
11. New Ventilating System
12. Lowest-Priced Car with General Motors Hydra-Matic Drive*
13. Carry-More Luggage Space
14. Safe-T-New Driver View

*Hydra-Matic Drive optional on all models at extra cost.



THERE'S MORE COMFORT IN A PONTIAC!

Everything you touch—everything you do—is so much nicer in a Pontiac! The doors, for example, are wider for easy, graceful entry or exit. Pontiac's seats—front and rear—are wide and comfortable, offering plenty of leg-room and head-room. Every mile seems shorter and smoother when you're in a Pontiac.

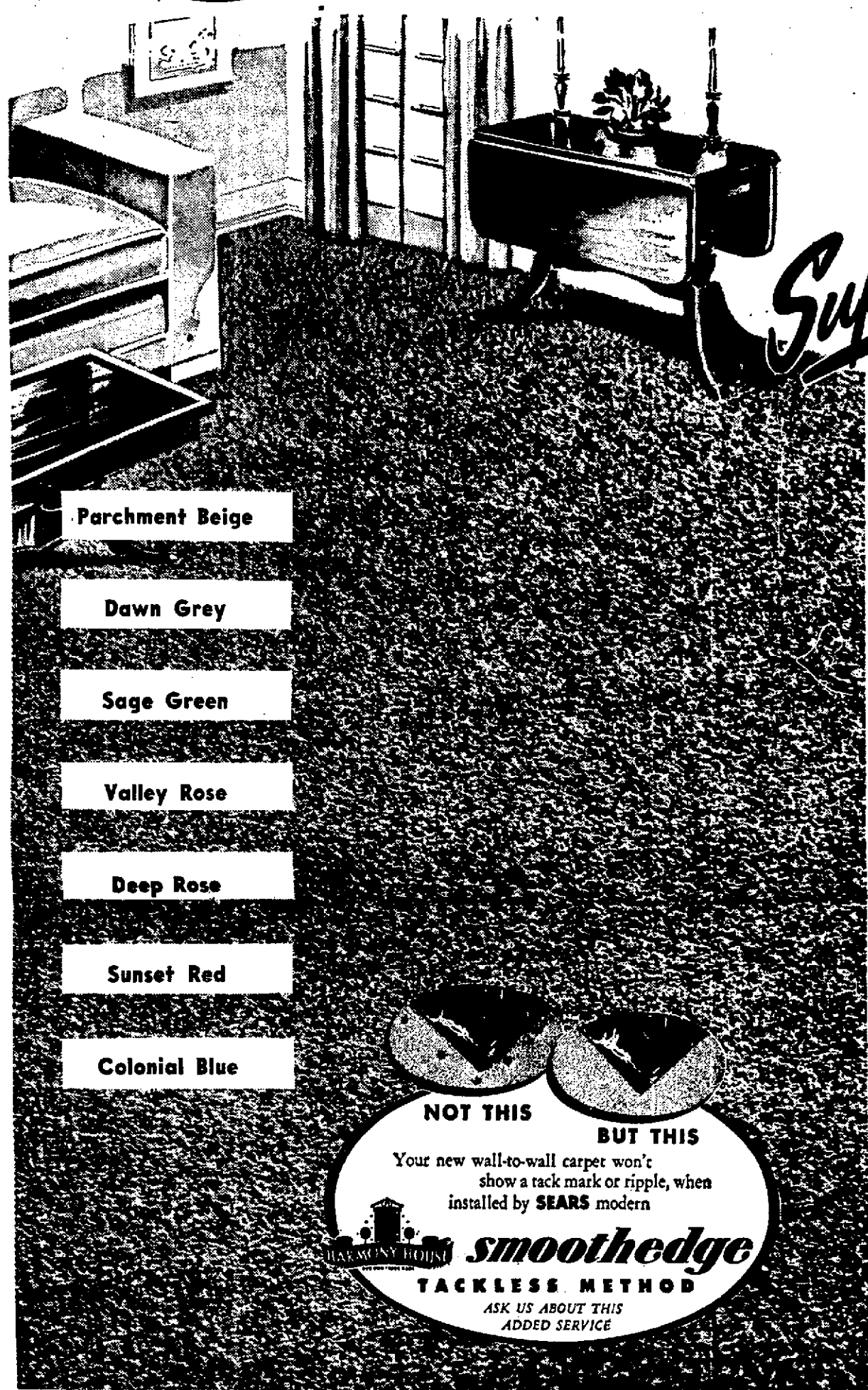
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10.50 Value! 'Harmony House'

Supertwist

BROADLOOM

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Square Yard

Top quality broadloom carpeting in 12, 9, 6, 4½ ft. and 27-in. widths! NOT odds and ends but all fresh new stock --ALL FULL ROLLS!

What a buy! Magnificently beautiful frieze 'Supertwist' with a rich, pebbled texture that provides a luxurious background for patterned furnishings or smart contrast for solid colors. Every tuft of imported wool is tightly, firmly twisted and every yard is strictly FIRST QUALITY. No 'seconds' at Sears.

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1. 100% wool pile . . . tight-twist yarns.
2. 10,752 tufts in every square foot.
3. Excellent choice of decorator colors.
4. Rich two-tone pebbled texture.
5. Textured surface helps hide footprints.
6. Closely woven back for long service.
7. Finest dyes used. GUARANTEED PERFECT.

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Choice of Modern Decorator Colors, 9 and 12 ft. widths. Modern pebble texture at an economy price! Tightly twisted tufts for long service and enduring beauty in sage green, dawn grey, valley rose, parchment beige and heritage wine. Every yard perfect quality. Of course Sears NEVER sells 'mill seconds.'

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Add years to the service of your carpeting with **Waffle Back Rug Cushions**

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Springy hair and jute fibers with waffle back cushioning action. Heavy burlap interliner gives cushion more body, resists tearing, stretching. Makes the rug seem even thicker, more luxurious underfoot!

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Washable cotton rag rugs in bright plaid patterns. Reversible for twice the service. 24x48 in.

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